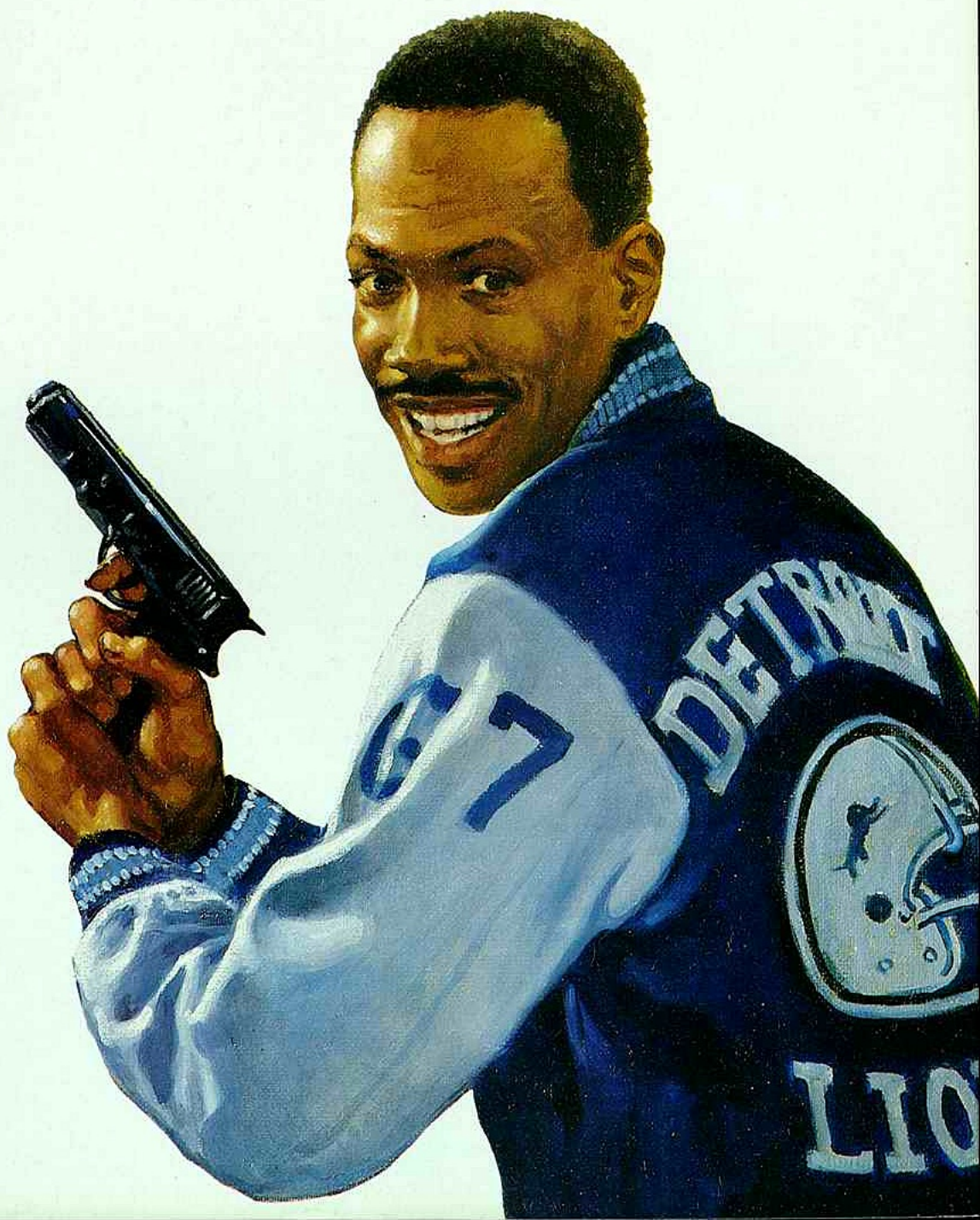


BEVERLY HILLS COP II JEOPARDY DR. RUTH HEAD OF THE CLASS

No.
275
December
1987

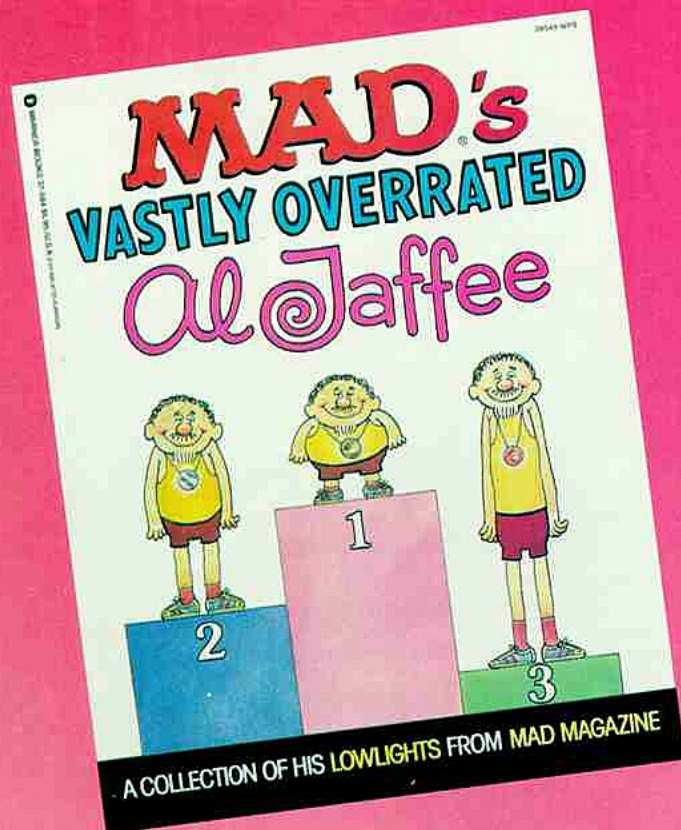
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MAD

"A lot of people who complain they don't get what they deserve don't know how lucky they are!"
—Alfred E. Neuman

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LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*

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JACK ALBERT *lawsuits* **ANNE GAINES** *logistics*

GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

DEPARTMENTS

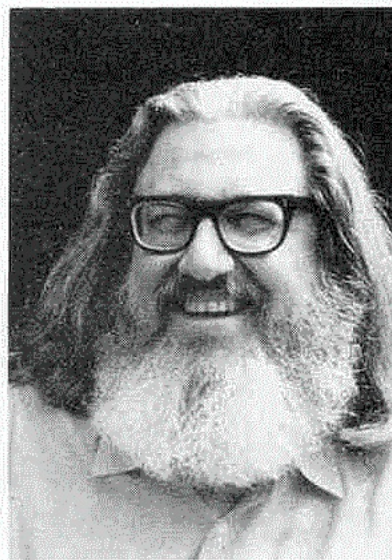
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FRONT COVER ARTIST: RICHARD WILLIAMS

AN IMPORTANT ANNOUNCEMENT

FROM THE PUBLISHER



Dear MAD Reader:

Over the past few years, the cost of producing MAD has risen dramatically. Ink, paper, printing and shipping prices all have gone up. (In fact, just about everything connected with MAD has gone up, with the exception of the quality of the magazine!)

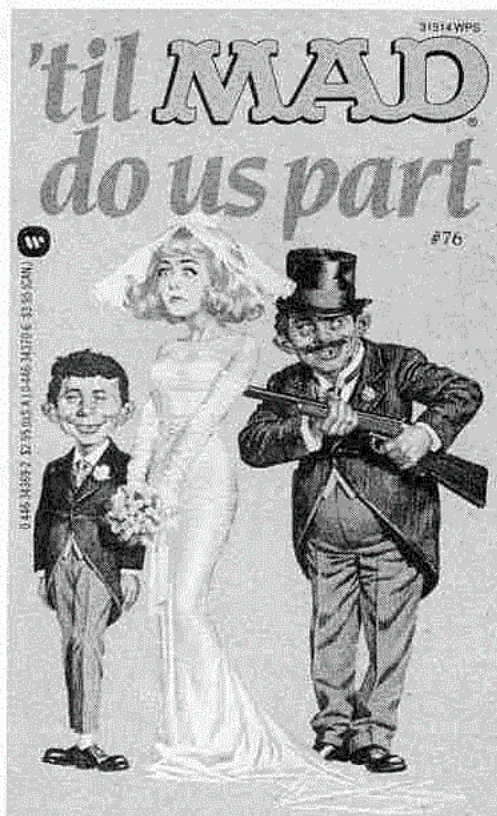
In order to avoid raising the price of MAD, I'm trying something in this issue that I swore I never would—running ads. I'm not happy about this, but I am trying to make the best of the situation out of respect to you, the reader.

Accordingly, I have established a Blue-Ribbon panel of experts who will carefully screen all companies who wish to advertise in MAD. In addition, every product advertised will be carefully reviewed and tested by this panel. You have my personal guarantee that only top-of-the-line companies and their products will appear in the pages of MAD. My foremost concern is that you, the reader, are satisfied. The "MAD Merchandise Mart" appears on pages 22 and 23 of this issue. Read the ads, judge for yourself, and let me know what you think!

If the response to advertising is good, we will try it again in future issues. If not, we will not use ads again and will maintain our "cheap" price as long as possible. Unfortunately, the low quality of the magazine will remain the same, no matter what you say!

William M. Gaines

BETTER READ THAN WED!



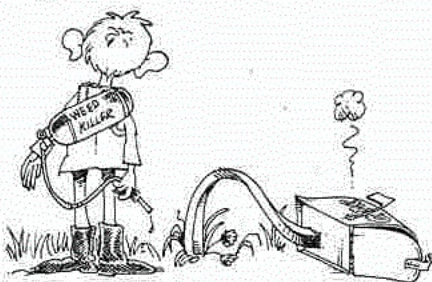
We've groomed our best, man, from some dearly beloved material that is our bride and joy!

We vow that you laugh happily ever after once you pledge your money and say, "I DO—want to buy this book!"

'til MAD do us part

**"May Divorce
Be With You!"**

LETTERS AND TOMATOES DEPT.



"CROC O'DULL DUMMEE"

Now that you Bozo's have finally gotten to putting Crocodile Dundee in his place, when can I expect you to take on even more annoying Aussies like Rupert Murdoch and Olivia Newton John?

Phil Zagloul
Richmond, NY

MADOPOLY CARD

Here's my own contribution to your "MAD Monopoly Cards For the 1980's."

Chris Wheatley
Schaumburg, IL



FAST FOOD FOR THOUGHT

In "Sir Puffy's Placemat" (MAD #273), you really put the fast-food industry's tastes and style in their places. But the caption for the "Crew Person of the Month" broke my heart! You showed the sad truth, the depressing human fall-out behind the scenes of our burgeoning "service industry"—which is no joke, but one big "choke." Sob.

John Hoering
Washington, D.C.

Your Sir Puffy's Placemat features a marvelous little satirical piece with the perfect photo called "Crew Person of the Month." It is so right-on that I have been showing it around and writing to distant people about it. It neatly expresses the apparent philosophy and emotional/physical appearance of every stereotypical fast food worker I have ever encountered! Cheers!

Neill
California, USA

Your TASTY article featuring Sir Puffy's Placemat was DELICIOUS! I've never seen so much BALONEY in one place! I almost CHOKED laughing!

Jon Upton
Ontario, Canada

Your pun filled letter is not unlike the food at Sir Puffy's—tough to swallow!—Ed.



MORON MAIL

Do you print short letters?

Anthony Garner
Orlando, FL

Only when they are written by desperate, disturbed individuals who might go over the edge if we refused to publish their petty, uninspired musings. Thanks for writing!—Ed.

I have been reading your magazine for over 25 years. The one quality I like about MAD is that I can read it from cover to cover, pick it up two weeks later, read it again and I won't remember a thing I read the first time!

Susan Woodruff
Two Harbors, MN

Yeah, you and the President!—Ed.

Hi, this is Ben Clark. I was wondering if you could dedicate the next MAD magazine to me, Ben Clark. If you can, just put in the right hand corner "Dedicated to Ben Clark." I'm counting on it.

Ben Clark
Albuquerque, NM

Sorry Ben, we can't do that but we'll try to work your name in somewhere in this issue.—Ed.

PEE-WEE'S PLAYHOUSE

I loved "A MAD Peek Behind the Scenes at Pee-wee's Playhouse," but what is the name of that butt that was sticking out of the window?

Neil "Bud" Koch
St. Paul, MN

Ben Clark!—Ed.



Looks like Pee-wee thought our spoof of his show was so funny he forgot to laugh! We can only guess what he's thinking, maybe something like, "Hey, MAD, you're rubber and I'm glue—it bounces off me and sticks to you! HA! HA-HA!"

MADVERTISING

In Dick DeBartolo's article "Feature-by-Feature Advertising" (MAD #273), he missed one important feature in the Acme Calendar ad: "Shop and compare! All calendars currently have only 365 days—but if you act now, we'll include absolutely free one BONUS DAY in February (with your purchase of an Acme 1988 calendar!)"

Karen Strickland
Lauderhill, FL

WIMPY WRESTLER UPDATE



As promised, here is our update on the world of wrestling's latest wonder, Harold "The Killer Accountant" who we featured on the cover of *WWWF Magazine* in MAD #272. Harold's open challenge to meet the Hulk in the ring has gone unanswered. Harold's buffoonish manager, Art "The Smart" Charney says this is proof that the Hulkster is a "spineless, cowering fraud." The ledger book is in your court, Hulk...we're waiting!

DEAD LETTER

I almost barfed after I read "Don Martin Visits the Morgue." It is the most tasteless feature MAD has ever printed! I know your standards are low, but this time you went six feet under!

John DeFrance
Newton, CT

Under what? —Ed.



MAJOR MISCONCEPTION

Widely held misconception #371: When a magazine says "CHEAP!" on its cover, it's going to be inexpensive!

Jim Turko
Elk Grove, CA

Widely held misconception #372: There is intelligent life in Elk Grove, CA! Thanks for writing!
—Ed.

DRAWING PRAISE



MAD artists just keep racking up those awards! At this year's National Cartoonist's Society Awards dinner, our own Sergio Aragones and Mort Drucker each received the prestigious Reuben Award. Sergio provided us with this sketch of that magic moment! Congratulations, guys, now get back to work!

MILLENNIUM POLL

And now, the moment you've all been waiting for! Your responses to our "Best of the Millennium Reader's Poll" (MAD #272). The response has been overwhelming! (Obviously, we did something wrong!) Some categories got popular votes. A lot of you people think alike! (So get your heads examined!) **BEST MALE VOCALIST: MICHAEL JACKSON.** **BEST FEMALE VOCALIST: MICHAEL JACKSON.** (Somehow, we expected that!) Many of you think that FRANK PURDUE is the **BEST CHICKEN JOKE**, and 485 MADISON AVE. is the **BEST DUNGEON (why you—!)**, and according to you "THE THINKER" is saying, "WHERE ARE MY PANTS?" and "DAMN THAT CRAZY GLUE!" But you couldn't decide if the **BEST LITE BEER COMMERCIAL** is with RODNEY DANGERFIELD or without him. We tend to agree with Karen Woytowick of Staten Isl., NY, who said, "They're all good commercials—it's the BEER that's lousy!" Here are some other brainy answers:

1. BEST POLITICAL REVOLUTION

Rockers Against Tipper Gore

—Jennifer Winnick, Lewistown, PA

3. BEST RECORDING OF "LONG, TALL SALLY"

Well, actually I did one last week with my

Mr. Microphone. —Paul Mullins, Houston

6. BEST BOOK BY JACKIE COLLINS

"My Sister, the Slut"

—J. Kurt, Bklyn, NY & Mike Beatrice, Northbridge, CA

8. BEST GEOLOGICAL EROSION

The space between David Letterman's teeth.

—Paul Mullins, Houston

10. BEST BATTLE OF THE HUNDRED YEARS WAR

Battle for the Keys to the Chastity Belts.

—Raymond Kelly, San Diego

18. BEST WORDED QUESTION OF THE SPANISH INQUISITION

"Is the Pope Polish?" —Shelly Johnson, Iron Mountain, MI

"Got anything to drink in this town?"

—Elizabeth A. Lape, Mexico, NY

19. BEST HISTORICAL TREND

Reviewing Chappaquidick every few years.

—Cathy "Woo" Fowles, Litchfield, NH

Wigs on men. —Rick Pascoe, McDonald, PA

23. BEST CRUCOE

The one to keep MAD out of the Holy Land.

—Chuck Torbett, Sycamore, FL

"Star Search" carrying on "The Gong Show" cause.

—Eric Bierker, Lancaster, PA

To find a town without a McDonald's.

—Arturo Aguilar, Marina del Ray, CA

25. BEST GOTHIC CATHEDRAL

Jim Bakker's dog house. —Greg Reeve, Lawrence, KS

26. BEST SUBURBAN SHOPPING MALL

Tammy Bakker's closet. —Randy Rogers, Dayton, OH

27. BEST ENGLISH TRANSLATION (GREEK DRAMA)

"Cheesburga, cheesburga, no pipsi, fries."

David Pezzullo, Highlands, NJ

32. BEST EXIT LINE BY A RELIGIOUS MARTYR

"If I don't get 8 million dollars by the end of March, the Lord will call me home."

—Bradley Murrell, Pensacola, FL

34. BEST NBA PLAYOFF SERIES

Celtics vs. Jack Nicholson

—Cathy "Woo" Fowles, Litchfield, NH

36. BEST WAY TO LURE THE SPANISH ARMADA INTO A TRAP

"Hey meester, would you like to meet my seester?"

—Barry Collins, St. Pete, FL

Whistle and call, "Here, Spanish Armada."

—Tim Kohler, Amarillo, TX

37. BEST BOB HOPE SPECIAL

The "Invention of the Wheel" Celebration.

—Chris Gotashke, Shamokin, PA

"Bob Hope Does Tehran."

—Barbara Hoskins, Grand Rapids, MI

40. BEST NAVAHO MEDICINE MAN

Chief Rexall —Laney Loftin, Monroe, LA

45. BEST APPEARANCE OF JOSEPHINE THE PLUMBER IN A COMMERCIAL FOR COMET CLEANSER

The one where she blinded the dog with Comet.

—Sissy Gastid, Sudbury, OH

55. BEST VIRGIN SACRIFICE ALTAR

The Sears Tower. —Wiley Larsen, Minden, ME

58. BEST RECIPE FOR BREAD-AND-GRUEL

Toast the bread, spread the gruel over it lightly, and add chives, chopped celery and grated cheese.

Microwave for 12 seconds. —T.E. Pounney, Wichita, KS

61. BEST ARGUMENT AGAINST GALILEO'S THEORY THAT THE EARTH REVOLVES AROUND THE SUN

It really revolves around Sean Penn.

—Brian Macala & George Rusnak, OSU, Youngstown, OH

64. BEST-SOUNDING EXCUSE FOR OUR INVASION OF GRENADA

The student loans were due.

—David Noll, Shillington, PA

69. BEST MEDICAL BREAKTHROUGH

The discovery that whatever Prince has is not

contagious. —Sissy Gastid, Sudbury, Ontario

71. BEST GODZILLA MOVIE

"Godzilla Meets the U.S. Trade Deficit."

—The Midnight Staff Nurses of Harper Hospital, Detroit

73. BEST DENTIST (PRE-NOVACAIN)

Stanley Johnson, an ancestor of mine who employed two big men to hold his patients down.

—Doug Welch, Pleasant Hill, CA

78. BEST NON SEQUITUR IN A "BEST OF THE MILLENNIUM" POLL

"Oh, and by the way, just how old IS Dave Berg?"

—Adam Cook, Cape Breton, Nova Scotia

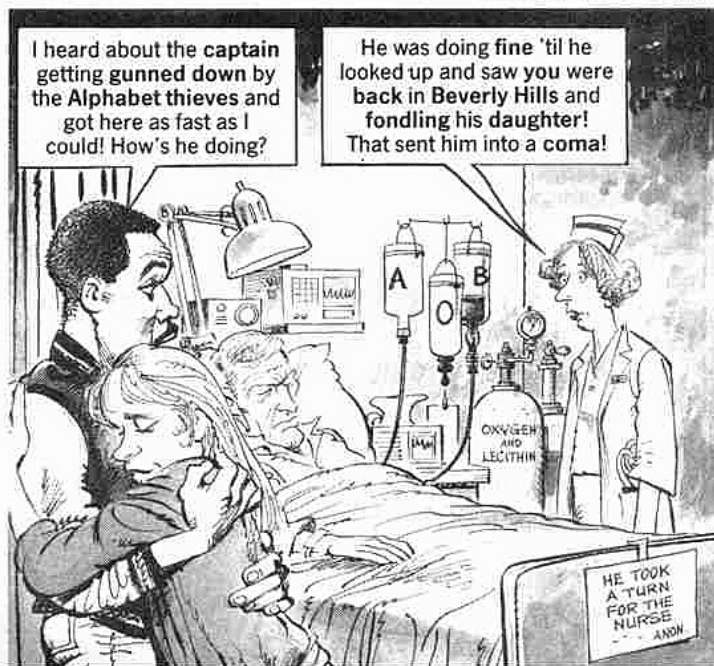
Many thanks to all who wrote. Here's a quick list of some of the other people who were foolish enough to sign their names!

Phil Mackey, Beewick, PA; Tom Bauer, Grand Lodge, MI; Adolfo Ibarra, Jr., Los Angeles; Mel Spivak, Santa Cruz, CA; D.J. Conally, London, England; Andy Lewis, El Toro, CA; Pam Roberts, Islamorada, FL; Tammy Graham, Greenwood, IN; Patty Randall, Albq, NM; Joseph Wardrop, Ware, MA; Justin Meadows, Arvine, CA; Dave Lippman, Hoboken, NJ; Tammy Savage, Kingwood, WV; Peter Storm, Rice Lake, WI; Robert Olkowski, Milwaukee; Jeff Kubota, Lawrence, KS; Melanie N. Lee, Corona, NY; Cary Boone, Odessa, TX; Lorene Turner, Landis, Canada; David Fishman, San Luis Obispo, CA; Mitchell Warner, Gillette, NJ; Craig Stewie, Riviera, AZ; Mary Anne Lavigne & Elizabeth Blackwelder, Bklyn, NY; Sarah Thompson, Fresno, CA; John E. Moore, Watkins, Glen, NY; Jeffrey Weirich, Mickey & Carol Chuisano, Bklyn, NY; Daniel J. Moore, Roseberg, OR; Luke Milover, Raytown, MO; Gregory Haynes, Baltimore; Henry Reyes, Chicago; Robin Lee, Calgary, Canada; Brian Guile, La Habra, CA; Eric Rodriguez, Mt. Vernon, WA; Dustin Shultz, Los Alamitos, CA; Mandy Whitfield, El Coton, CA; Jerry & Elmo Kelley, Riverside, CA; Tony Luib, Chagrin Falls, OH; Karl H. Rohner, New Carrollton, MD; Mike Morgan & Sean Barrett, Haymarket, VA; Mark Zwolonek, Ft. Atkinson, WI; Randall J. Vockroth, Beaver Dam, WI; Ralph Barnes, Houston; Will Day, Bangor, ME; Garrett Lee, Harrison, VA; Brent Shannon, Winston-Salem, NC; John Brooks, Sarasota, FL; Brian Bosley, Mentor, OH; Thomas Clegg, Bakersfield, CA; Nils Visser, Oklahoma City; Alan Scott, Bloomington, IL; J.C. Osborn, Glendale, AZ; Matt Burkhardt, Galesburg, IL; Jason Davis, Clerksburg, WV; John Astaire, San Luis Obispo, CA; Alan K. Thornburg, Midwest City, OK; Lazaro Blanco, Miami; V.G., New Sweden, ME; John Jozefczyk, New Eagle, PA; Danny Ferrando, Union City, NJ; John Heening, Bethel, CT; Jim Reilly, Warren, PA; Paul C. Dietl, Sioux Falls, SD; Fred Rascoe, Charlotte, NC; Bill Striteler, Jr., Mansfield, OH; Cameron Duff, W. Brunswick, Australia; Shannon Killingsworth, Republic, MO; Glen Judia, Chattanooga, TN; Chuck Fowler, El Cajon, CA; H. Baker, Denver; Mrs. Judith A. Brown- ing, Long Bch, CA; Betty Altruda, Manolapan, NJ; Le Anne Brazillier, Lee, MA; Robert Harder, Long Bch, CA; Laney Loftin, Monroe, LA; Brandy Bragg, San Francisco; Thaddeus Whiting, Hoyt Lakes, MN; Randy Good, San Diego; Jeffrey M. Brauer & Jeff Christian, Binghamton, NY; Bill Seitz, Big Lake, AK; Russell Howe, Travelers Rest, SC; Debra Grasley, Orangeville, PA; Steve Byers, St. Catherine's, Ontario; Joy Anderson, West Plains, MO; Casey Williams, Vienna, NY; Karen Morton, Knoxville, TN; Jody McCauley, Christy Bubbs & Jennifer Brown, Lawrenceville, GA; Enrique Alvarado, Bklyn, NY; Bari Leahy, Lombard, IL; Tom Huntsman, Randolph, OH; Chuck Torbett, Sycamore, IL; Brad Nixon, New York; Eric Hollingsworth, Marietta, GA; Chuck Carlisle, Massillon, OH; Arne Haaning, USAF, Greenland; Ann Winger, Johnson City, TX; and Lou at Surfin' Aarvark Comics, Hampden Bch, NH. Thanks to all!

Please Address All Correspondence To:
MAD, Dept. 275, 485 Madison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-obsessed, stamped envelope!

BEVERLY HILL



LS SLOP, TOO! They Heap It Back On!

With idiots like this around, I'll never get re-elected Mayor of this town! And if you want to remain Police Chief, Klutz, you'd better crack the Alphabet case P.D.Q.!

We're trying, but it's not as simple as A - B - C...

Well, I want action! Hear me? ACTION!

I doubt if you can get more action than this spectacular car crash, but you certainly can get a lot more logic!

I haven't seen car crashes like this in 48 hours!

You mean two days?

No, I'm talking about the movie "48 Hours"!

Well, they stole Eddie Murphy's character from there, so why not the car crashes!



WRITER: DICK DEBAROLO

Axewell, how did you get time off from your Detroit precinct?

Easy! I told them I was going out for coffee! That should buy me three days' time to solve this Alphabet case!

Three days off to get coffee?

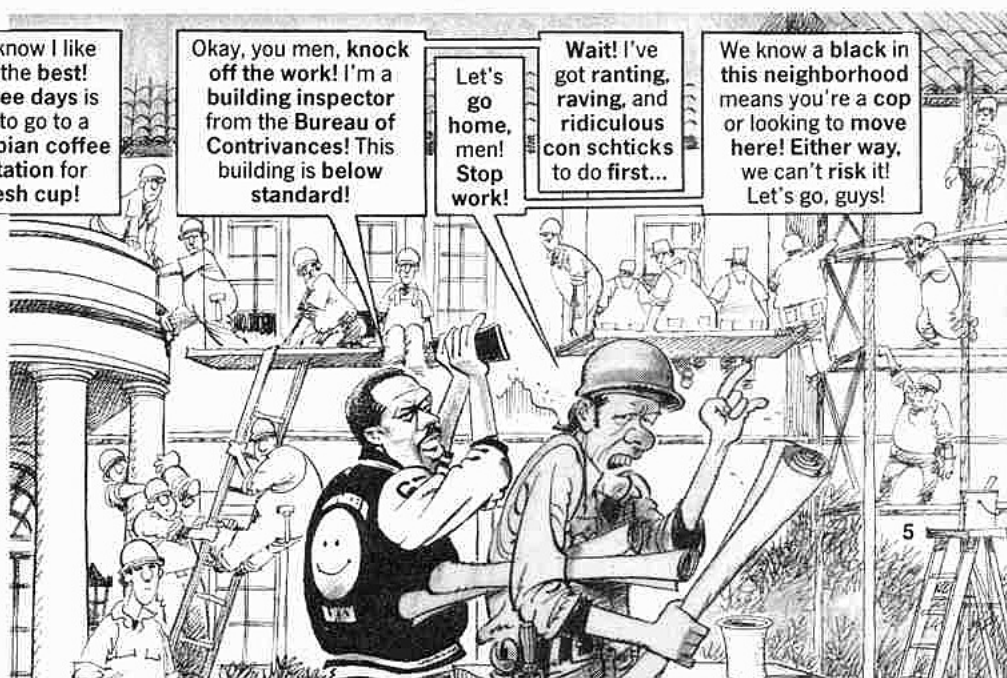
They know I like only the best! So three days is cool to go to a Columbian coffee plantation for a fresh cup!

Okay, you men, knock off the work! I'm a building inspector from the Bureau of Contrivances! This building is below standard!

Let's go home, men! Stop work!

Wait! I've got ranting, raving, and ridiculous con schticks to do first...

We know a black in this neighborhood means you're a cop or looking to move here! Either way, we can't risk it! Let's go, guys!



Axewell, since we found these shells at the scene of the last Alphabet crime, we marked them exhibit "B"!

Not only that, they were found at the "X" on this map, an A-frame house near a Y.M.C.A. on—now get this—Avenue C! Isn't that a kick!

Uncanny! I'd like to ask a ballistics expert about these shells!

We have an expert at the precinct, but I'm sure you'd rather pull one of your wild, zany routines, so why not con your way into the exclusive Beverly Hills Gun and Outrageous Wealth Club!

I'm a nuclear scientist dressed like an errand boy to hide the fact that I'm carrying a paper bag filled with highly explosive plutonium-lite for your ballistics expert!

Really! Well, I'm Madonna dressed like a receptionist working as an office temp between hit records!



Okay, I'm a police officer looking for some information!

That's better! Please go right in, sir!

What kind of @\$%^&* society is this becoming when a cool cat like me has to resort to total honesty to get something done?

You must be the ballistics expert, bitch!

You sure are a smooth talker, fella!

You got it! Tell me, how long does it take you bimbos to shave your legs?

I guess about the same as it takes you to get that great tan!

Hey, lady—that was a racist remark!

Sorry! Maybe when I get to be as big a star as you are, I can say the crude, stereotypical, chauvinistic insults you do and get away with it, too!



I'm here with ex-President Ford! We'd like a table, please!

What? Ex-President Ford? You must be joking! Where is he?

He just tripped on those steps and fell down!

Tripped and fell? It must be ex-President Ford! Or Chevy Chase! Either way, the X-Y-Z Club is honored! Follow me, gents!

I found this place listed in Chief Bogeymill's notes! He must've been on to something before they shot him! But I can't figure out how it all relates to the Alphabet crimes...

Hey, I think I've got it, guys! The alphabet rating of movies! By us going to a raunchy strip joint like this one, we just locked up an "R" Rating for sure! That's a guarantee that every teenage boy in the country will see this film!

You just came up with the answer, Rosewater!



Do you believe the colossal nerve? Someone tried to shoot me!

Sir, do you have a statement about the Alphabet crimes? We're with U.P.I., A.P., N.B.C., A.B.C., and C.B.S.!

Yeah, F.U.!

Hey, wait a minute there, fella, this happens to be...

"F.U." is cop talk for "Fugitive Unknown"!

Quick thinking, Axewell! You just saved this panel from getting censored!

Hey! What is this Detroit detective doing back in Beverly Hills?

I'm with a Semi-National Pseudo-Secret Ersatz-Existent Task Force! I can help solve the Alphabet crimes!

Are you connected with the F.B.I. or C.I.A. Code Divisions?

Better than that! I know Vanna White! Hoo-hah!



Axewell, getting back into this gun club is going to be tough! It's closed for the night, so there's no airhead you can con with one of your ridiculous routines!

Yeah, and there's also an alarm connection on every door and window!

That's what this gum is for! Everybody start chewing and break it down into small, pliable wads!

Wow! Another great schtick to teach kids! They're still shoving bananas into my car exhaust from the last movie!



I learned these tricks from trying to live high on the wrong side of the law! Then I got smart and went straight so I can live even higher on the taxpayer's money!

Well, this one isn't working too well—the alarm just went off!

Hey, that's what the gum is for! Just stick it in your ears so you won't hear it!



Axewell, the map we stole from the gun club has an "X" on this spot!

Well, the good news is we've come to the right place! The bad news is the crooks are getting away in that armored truck! The good news is that means another nutty car chase!

I can't figure it out! How can so many cops drive so badly?

Maybe it's because they don't have to take the driving test they give us!

Tell me, when does my scene come in?

Bronson Pinchot! You're not in this movie!

Don't be ridiculous! My contract calls for a small part in "Beverly Hills Cop"!

This is "Beverly Hills Cop II"—it's a different movie!

Not from what I've seen!



How come you guys came to Hugh Hefner's party in a cement truck?

Hef told me to drop by and "mix it up a little!" Heh heh heh! By the way, who's got a watch?

I do! Do you need it for some new bizarre stunt?

No, I need to be reminded to do my famous laugh once every five minutes!

Hi, doll, I came to clean the pool...

Please, Det. Folly, no silly routines! There's not a guard, receptionist, or maitre d' who hasn't heard about your schtick! So stash it and go right in!

Axewell, are we here because the infamous Maxwell Bent is here, and by finding out who his accountant is we can get evidence that'll link him to the Alphabet case?

No, I just wanted to look at some Playboy Bunnies! But maybe if we can find out who Maxwell Bent's accountant is we can link Bent to the Alphabet case!

NOTICE
Abie Cement has temporarily changed its name to **ABCEMENT** in keeping with the Alphabet nonsense of this movie



Mr. Turetsky, we're with the Beverly Hills Police Dept! You have three unpaid parking tickets! That will be \$45 and the use of your computer!

I'll pay you the \$45, but there's just no way that I'll let you use this computer!

Not even for making you a star? Look at Bronson Pinchot a few panels back! He was on the screen two minutes in the first movie and got his own TV series! I'm giving you five minutes to do your "nervous nerd" routine...

Enough said! The computer's yours!



Wow! Who would believe that an accountant could be so stupid to give you access to his client's secret files?

The same people who would believe such a cunning, evil mind like Maxwell Bent would hire such a nerd to handle his millions to begin with!

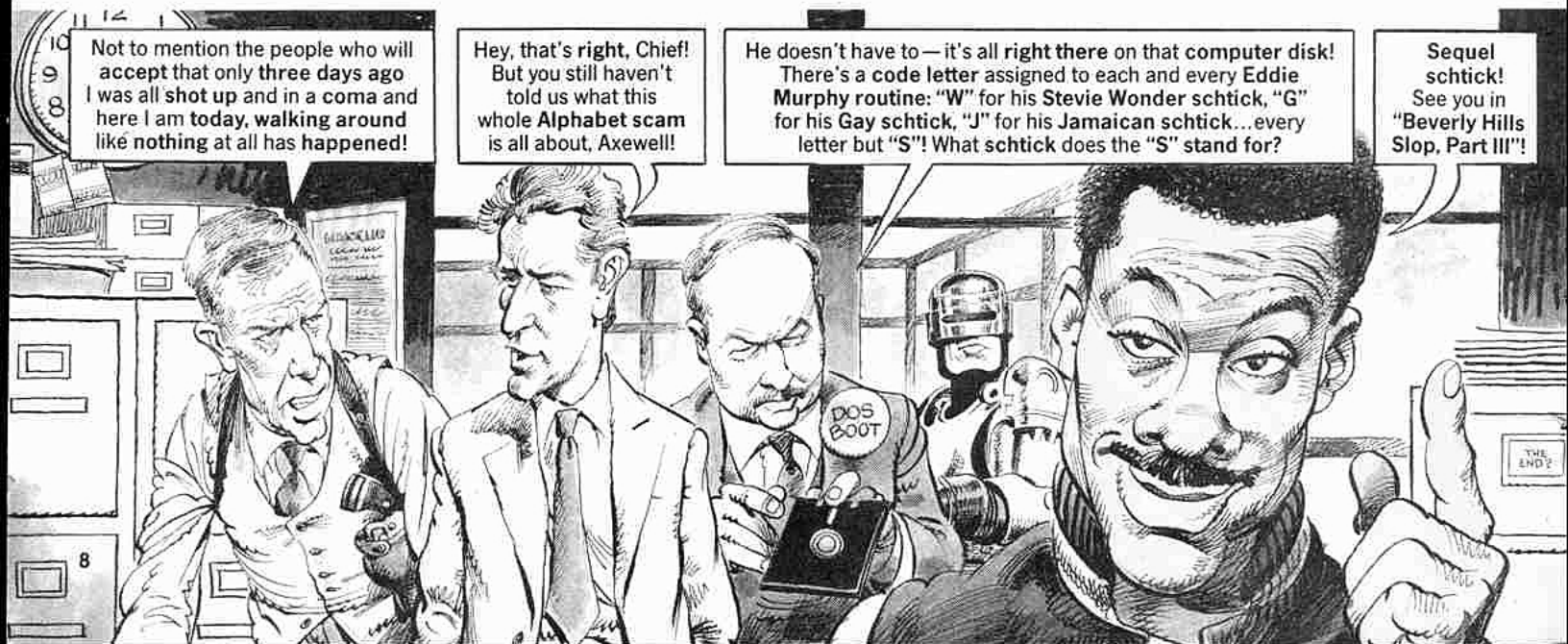


Not to mention the people who will accept that only three days ago I was all shot up and in a coma and here I am today, walking around like nothing at all has happened!

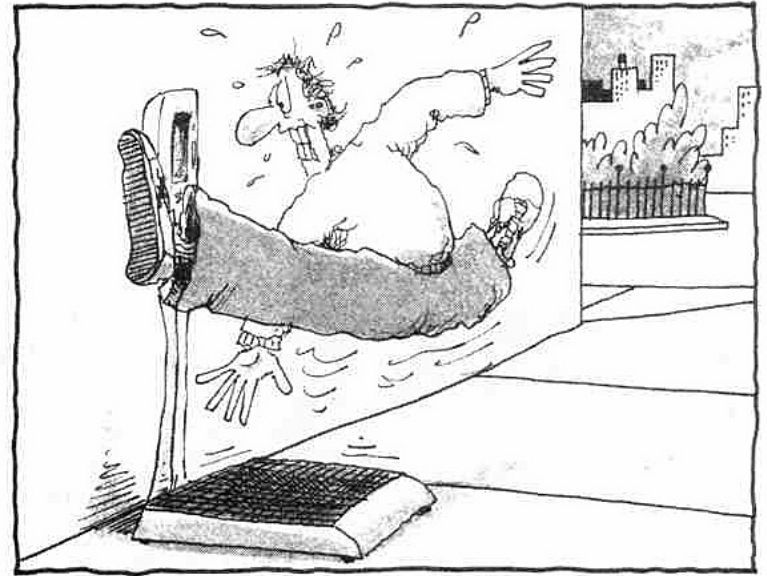
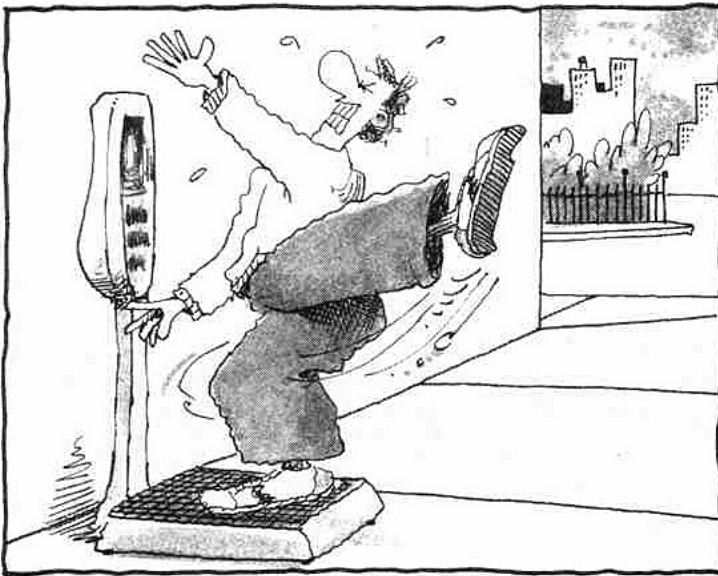
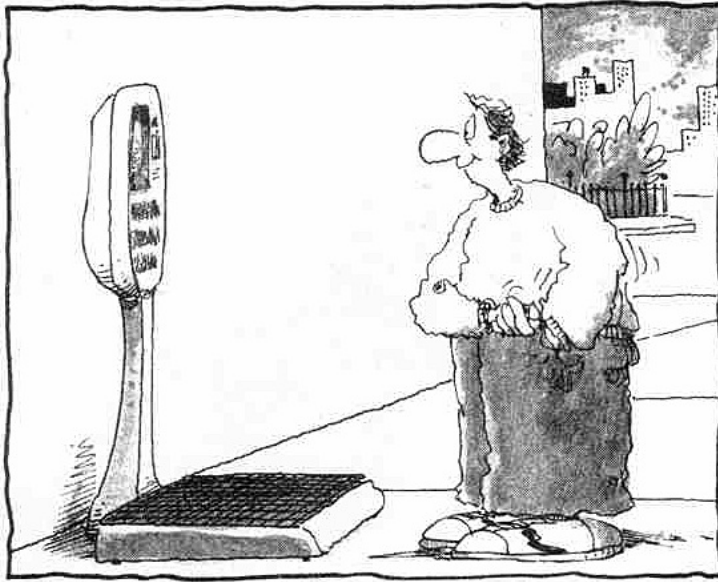
Hey, that's right, Chief! But you still haven't told us what this whole Alphabet scam is all about, Axewell!

He doesn't have to — it's all right there on that computer disk! There's a code letter assigned to each and every Eddie Murphy routine: "W" for his Stevie Wonder schtick, "G" for his Gay schtick, "J" for his Jamaican schtick... every letter but "S"! What schtick does the "S" stand for?

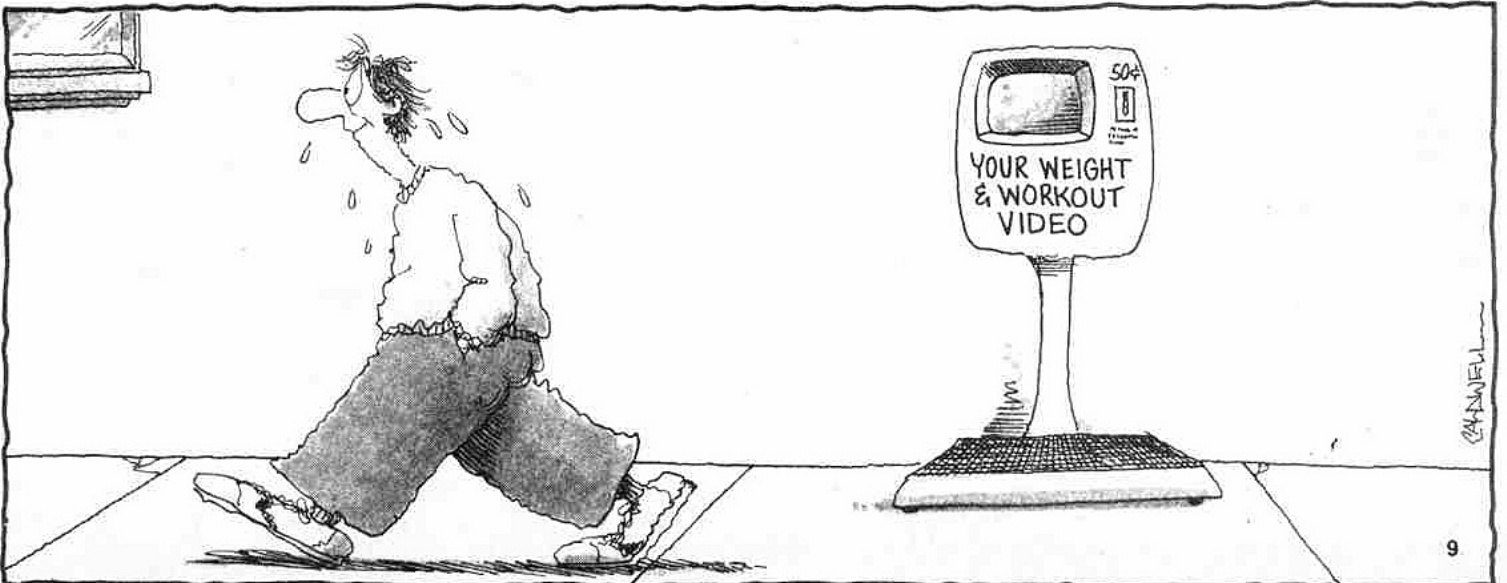
Sequel schtick! See you in "Beverly Hills Slop, Part III!"



DRAMA ON PAGE 9



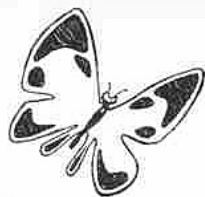
ARTIST AND WRITER: JOHN CALDWELL



JOHN CALDWELL

THE MAD DECI

0 dB



25 dB



50 dB



75 dB



100



110 dB



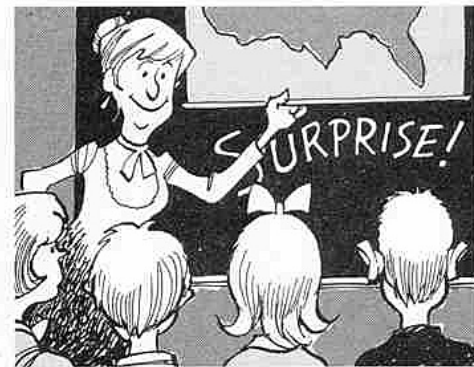
...is the average volume of the worst singer in any given church congregation.

15 dB



...is the maximum level at which a person can listen to Barry Manilow before the onset of pain.

70 dB



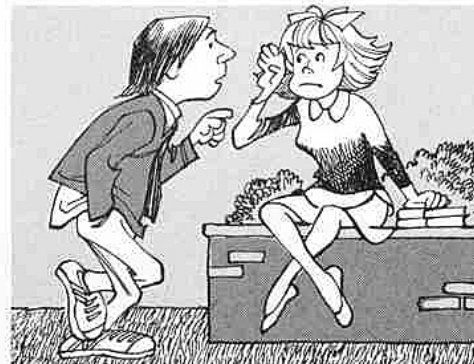
...is how much the noise level in a typical classroom *drops* when the teacher announces a surprise quiz.

60 dB



...is the amount of "potential noise" stored up inside a stalk of celery, waiting to be unleashed.

.75 dB



...is the voice level of a guy asking a girl out on a date for the very first time.

68 dB



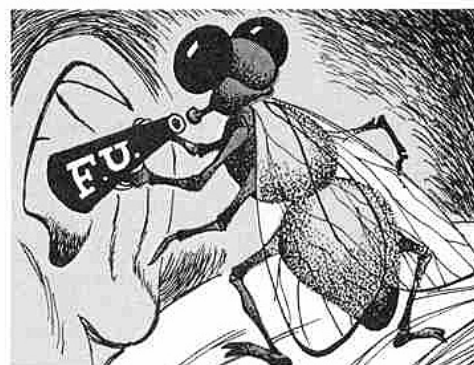
...is the difference in volume between the All-Nite Movie and "Bonzai Bob's" used car commercials.

47 dB



...is the amount of background hiss on a non-AT&T phone line you must put up with in order to save 30% to 60% on your long-distance bill.

2 dB



...is the amount of noise made by the average housefly (95 dB is the amount of noise made by the same housefly exploring your ear at 3 A.M.)

5 dB

ARTIST: BOB CLARKE



...is the amount of late-night "mystery noise" required to throw the average city-dweller into a state of panic.

BEL (dB) SCALE

dB

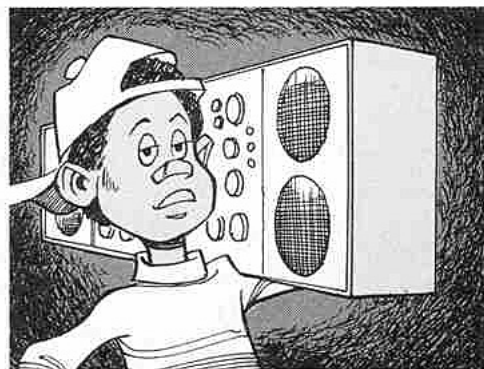
150 dB

175 dB

200 dB

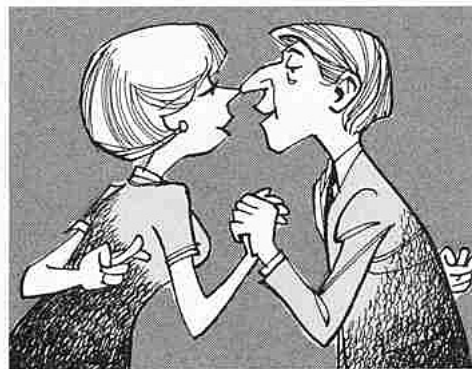


599 dB



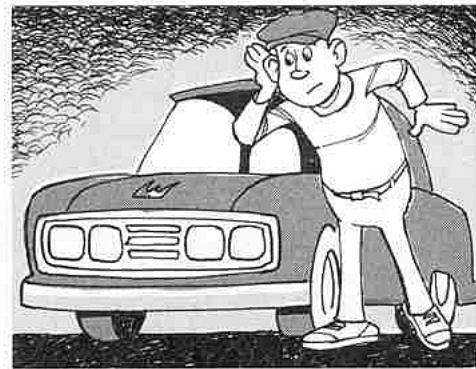
...is the lowest volume setting on a "boom box."

28 dB



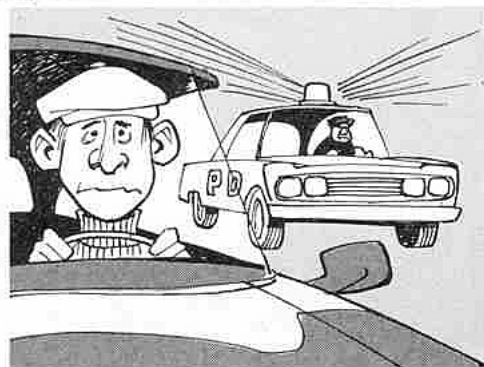
...is, for lovers, the sound level below which nothing said by either party should be believed.

.025 dB



...is the sound level of an engine noise at the time when noticing it could save you massive repair costs.

60 dB



...is how much louder a police siren seems when you are the one being pulled over.

40 dB



...is how much louder your stomach growls when it knows you're alone with a date.

599 dB



...is the cumulative amount of "breathless swooning" emitted by Robin Leach in one episode of "Lifestyles of the Rich And Famous."

35 dB

WRITER: MIKE SNIDER



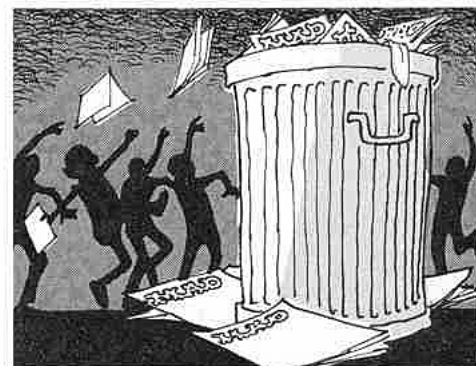
...is the amount of distortion on a top 40 station you're never quite sure is part of the music or just your cheap radio.

59 dB



...is how much louder an American tourist thinks he has to talk to make a non-English speaking person understand him.

2,198 dB



...is the cumulative sound made by MAD readers across the country groaning upon seeing yet another stupid "meter or scale" article.

How many times have you said to yourself, "I wish I had an eye in the back of my head right now," or "I could sure use a third arm to do this..." In other words, at times it would be fitting to have extra and customized body parts for doing certain jobs. What special body parts would certain people need to do certain things? The answer is at your fingertips (or whatever part of your body you're using to turn these pages!) as the biology experts here at MAD put their heads together to present

THE BODY PERFECT

ARTIST AND WRITER: DON EDWING

The Perfect Used Car Salesman

PERPETUAL 64-TOOTH SMILE
TO GAIN CUSTOMER'S TRUST

ENLARGED NOSTRILS
THAT ARE SENSITIVE
TO THE SMELL OF
MONEY IN POCKETS

EXTRA MOUTH
TO MAKE THE SALES PITCH

TENTACLE ARMS
WITH SUCTION CUPS
TO ENSNARE VICTIMS

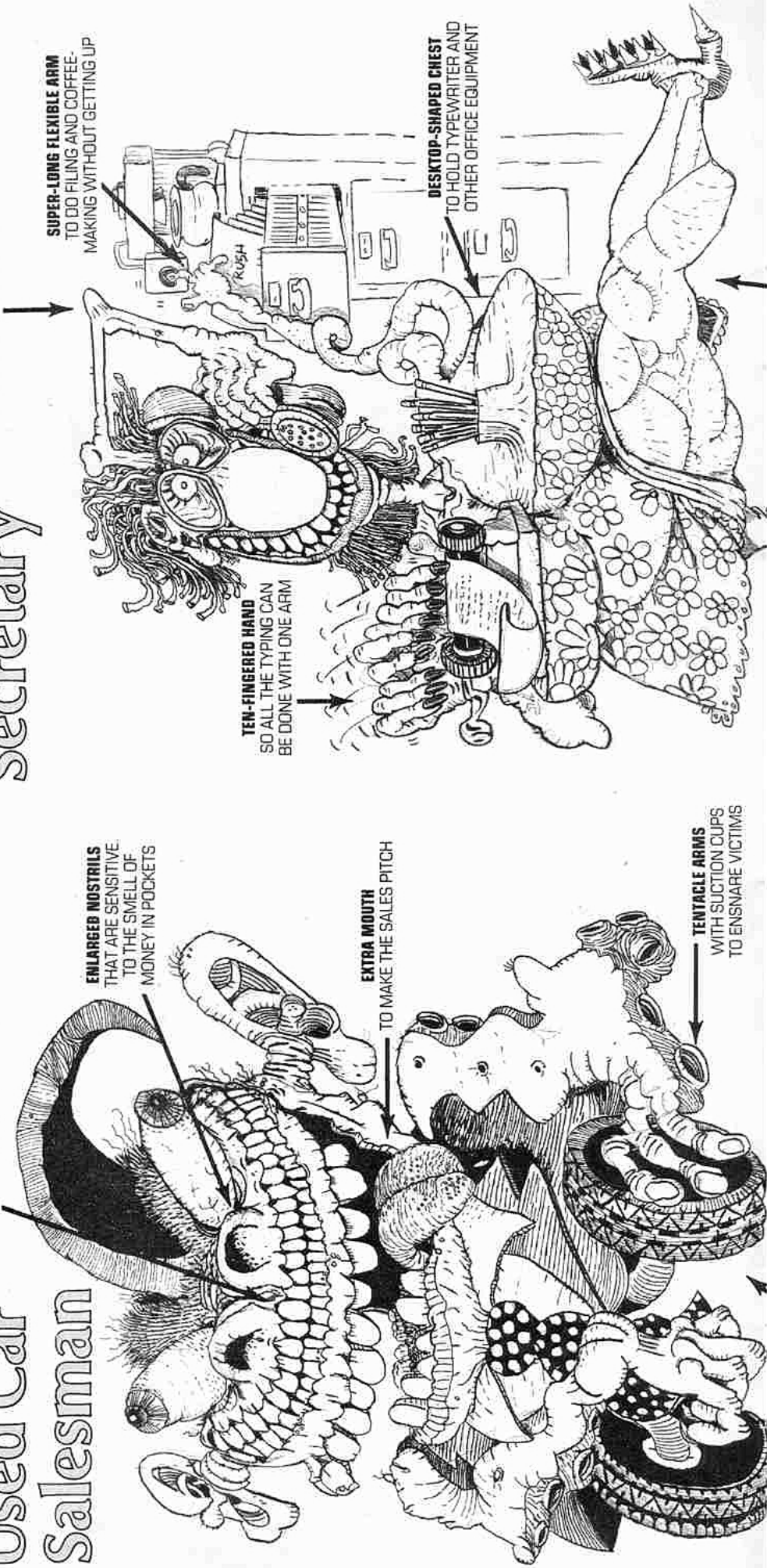
The Perfect Secretary

EXTRA-FOREHEAD ARM
TO HOLD PHONE RECEIVERS

SUPER-LONG FLEXIBLE ARM
TO DO FILING AND COFFEE-
MAKING WITHOUT GETTING UP

TEN-FINGERED HAND
SO ALL THE TYPING CAN
BE DONE WITH ONE ARM

DESKTOP-SHAPED CHEST
TO HOLD TYPEWRITER AND
OTHER OFFICE EQUIPMENT





BODY WHEELS
TO SILENTLY SCOOT
UP TO CUSTOMERS

The Perfect Teacher

ROTATING RADAR EARS
TO PICK UP WHISPERS
AND GROANS MADE BY
STUDENTS DURING CLASS

MULTIPLE EYES
THAT ENCIRCLE HEAD TO
CATCH WHAT'S GOING ON
IN EVERY DIRECTION

QUADRA-STEREO MOUTHS
SO NO ONE CAN CLAIM
THEY DIDN'T HEAR A
HOMEWORK ASSIGNMENT

CHALK FINGERS
FOR SCREECHING ON
BLACKBOARD WHEN
STUDENTS AREN'T
PAYING ATTENTION

ARNOLD SCHWARZENEGGER ARM
TO PREVENT STUDENTS
FROM THINKING ABOUT
ACTING UP IN CLASS

The Perfect Commuter

OVERSIZED LEG
TO BLOCK PEOPLE FROM
ENTERING THE BOSS'S OFFICE
WITHOUT PERMISSION

**LUMINOUS FINGER
AND TELESCOPIC ARM**
FOR HAILING CABS AND
BUSES AND HOLDING
ONTO OVERHEAD STRAPS

BODY SPIKES
TO WARD OFF OTHER
COMMUTERS WHO
STAND TOO CLOSE

ASBESTOS LIPS
FOR DRINKING SCALDING
HOT COFFEE ON THE RUN

EXTRA FOOT
FOR JAMMING INTO CLOSING
SUBWAY AND ELEVATOR DOORS

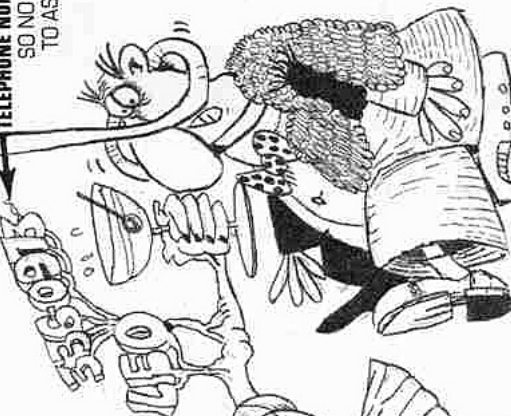
THREE-HANDED ARM
FOR READING PAPER
AND HOLDING ATTACHE
WHILE STANDING UP

The Perfect Single

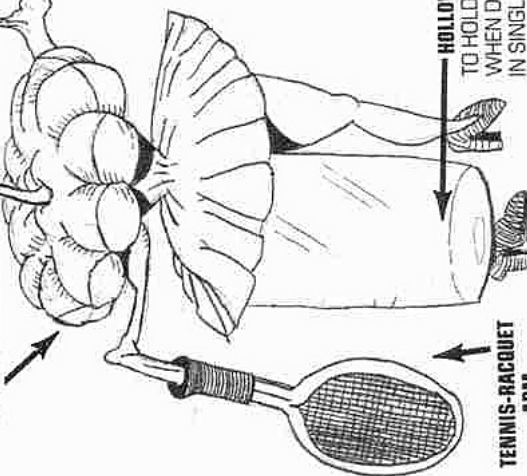
MULTIPLE HAIRSTYLES
TO INSURE HAVING AT
LEAST ONE ATTRACTIVE
TO THE OPPOSITE SEX



**ASTROLOGICAL SIGN AND
TELEPHONE NUMBER MEMBRANE**
SO NO ONE HAS
TO ASK FOR IT



WRAP-AROUND CLEAVAGE
TO PROVIDE A CLEAR
VIEW FROM ANYWHERE
IN THE SINGLES BAR

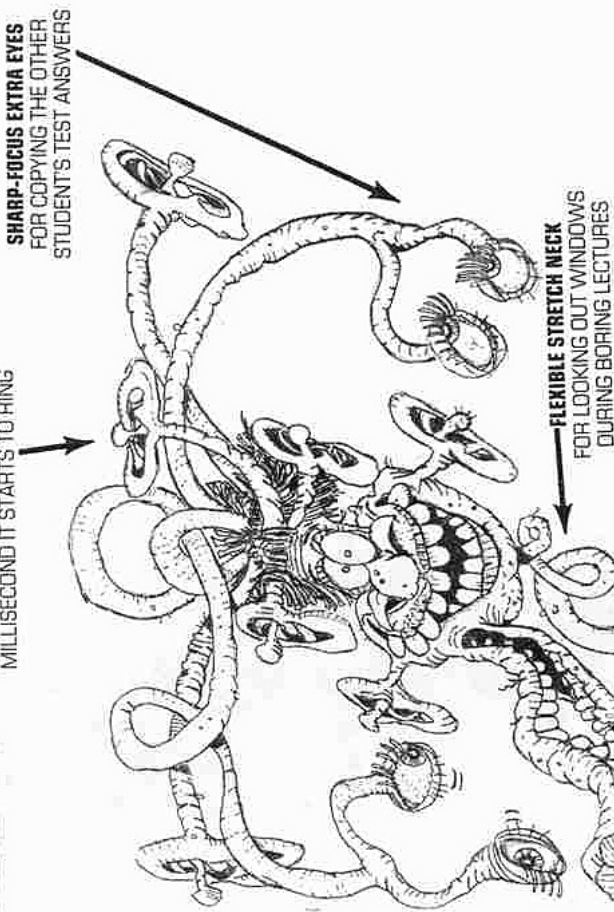


HOLLOW LEG
TO HOLD LIQUOR
WHEN DRINKING
IN SINGLES BARS

**TENNIS-RACQUET
ARM**
TO SHOW AN
INTEREST
IN SPORTS

The Perfect Student

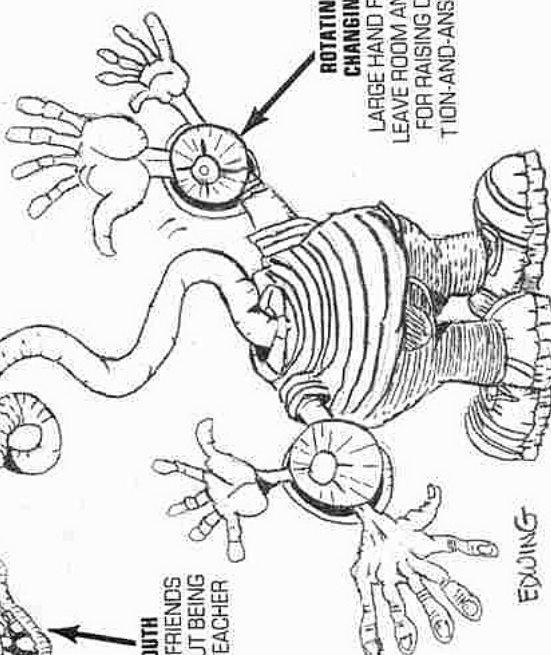
SUPER SENSITIVE EAR
TO DETECT THE RECESS BELL THE
MILLISECOND IT STARTS TO RING



SHARP-FOCUS EXTRA EYES
FOR COPYING THE OTHER
STUDENT'S TEST ANSWERS

FLEXIBLE STRETCH NECK
FOR LOOKING OUT WINDOWS
DURING BORING LECTURES

EXTENDED MOUTH
FOR TALKING TO FRIENDS
IN CLASS WITHOUT BEING
HEARD BY THE TEACHER



**ROTATING INTER-
CHANGING HANDS**
LARGE HAND FOR ASKING TO
LEAVE ROOM AND SMALL HAND
FOR RAISING DURING QUES-
TION-AND-ANSWER SESSIONS

EDGING

FLOP, FLOP, QUIZ, QUIZ DEPT.

One way filthy rich TV game show producers become even more filthy rich is by spinning their shows off into home-version board games. We think this is outrageous! WE want to be the ones who get filthy rich! So we're offering our new version of a popular game show spinoff. Here's

MAD'S HOME VERSION OF JEOPARDY!

WRITER: J. PRETE

TELEVISION	POTPOURRI	THE MOVIES	CURRENT EVENTS	FOREIGN PHRASES	MUSIC
10 TV'S "ODD COUPLE"	SHE IS OFTEN REFERRED TO AS "OLD GLORY"	GROUP NAME FOR YOUNG H'WOOD ACTORS IN FILMS "ST. ELMO'S FIRE" & "THE BREAKFAST CLUB"	SCENE WHERE THE NICARAGUAN CONTRAS' MOST BITTER BATTLE TO DATE HAS BEEN FOUGHT	IN MEXICO: "¿OLVÍDATE DE LAS MILLAS POR GALÓN, CUANTAS PERSONAS CABEN EN EL BAÚL?"	100 OLD MCDONALD HAD ONE
BIG BIRD IS ONE OF THE MOST FAMOUS OF THESE	SCIENTISTS SAY IT ACTUALLY TAKES 23 HRS., 56 MIN. & 4.1 SEC. TO BE COMPLETED	20 HE WON BEST ACTOR IN 1985	20 IN NEW YORK CITY, (718) & (212)	20 IN ITALY: "CHI L'HA APPRESO SULLA 'STUTUA DI DAVID'?"	20 HE MADE PURPLE RAIN
IT FOLLOWS "THE TONIGHT SHOW" ACROSS MOST OF THE U.S.	IT BEGAN "LONG AGO, IN A GALAXY FAR, FAR AWAY..."	30 THE FULL NAMES OF THE THREE STOOGES	30 FOR MANY AMERICANS, HE AND NANCY ARE THE PERFECT COUPLE	30 IN AUSTRIA: "NA GAUT—SO HABN WIR AN NAZI ALS BUNDESPRÄSIDENT GWÄHLT—DER MANN BRAUCHTE EBEN AN POSTEN!"	30 SCIENTISTS SAY IT CONTAINS EVERY COLOR IN THE SPECTRUM
THEY BECAME FAMOUS AS "TWO WILD & CRAZY GUYS"	40 ACCORDING TO THE OLD ADAGE, THIS "KEEPS THE DOCTOR AWAY"	40 MOVIE INDUSTRY EXPERTS SAY IT WILL PROBABLY TOP \$10 IN 2 YEARS	40 THE TERM FOR AN ATTACHMENT TO A BILL GOING THROUGH CONGRESS	40 IN FRANCE: "AU CUL LES AMERLOS! DONNE AUX TERRORISTS CE QU'IL VEULT!"	40 FEMALE SINGING GROUP OF WHICH VANNA WHITE IS FORMER MEMBER
GERALDO RIVERA FOUND NOTHING WHEN HE OPENED THIS	50 HE DEFEATED JIMMY CARTER IN 1980	50 FOR STAR TREK'S CAPTAIN KIRK, IT REPRESENTS "THE FINAL FRONTIER"	50 AS A TEAM, THE NY METS HIT 127 OF THESE IN 1986	50 IN LEBANESE: هل أنا ميتو؟ أنا ميتو كان انتاب سيرة آخر!	50 CHAKA KHAN AND WANG CHUNG, FOR EXAMPLE

(ANSWERS ON REVERSE)

MAD'S HOME VERSION OF JEOPARDY! ANSWERS

And remember, your answer MUST be in the form of a question!

TELEVISION	POTPOURRI	THE MOVIES	CURRENT EVENTS	FOREIGN PHRASES	MUSIC
100 WHO ARE DIANE SAWYER & MORLEY SAFER?	100 WHO IS JOAN COLLINS?	100 WHO ARE THE HAS-BEENS?	WHAT IS THE UNITED STATES SENATE FINANCE COMMITTEE ROOM?	WHAT IS, "FORGET ABOUT THE GAS MILEAGE, HOW MANY PEOPLE CAN FIT IN THE TRUNK?"	100 WHAT IS A GOITER?
200 WHAT ARE JOAN RIVERS LOOKALIKES?	200 WHAT IS THE SUPER BOWL'S PRE-GAME & WRAP-UP SHOW?	200 WHO IS KLAUS VON BULOW?	WHAT IS THE NO. OF FELONS ARRESTED EVERY HOUR, & THE NO. OF THOSE WHO WILL EVER SEE THE INSIDE OF A JAIL?	WHAT IS, "WHO HUNG THAT ON THE 'STATUE OF DAVID'?"	200 WHO IS THE CHIEF ENGINEER AT CHERNOBYL?
300 WHAT IS 10 MINUTES OF FOOLING AROUND WITH YOUR WIFE?	300 WHAT IS THE LIFE STORY OF RONALD REAGAN?	300 WHAT ARE "DAN RATHER," "PETER JENNINGS" & "TOM BROKAW"?	300 WHO IS SLUGGO?	WHAT IS, "OK, SO WE ELECTED A NAZI PRESIDENT OF OUR COUNTRY. THE MAN NEEDED A JOB!"	300 WHAT IS CYNDI LAUPER'S HAIR?
400 WHO ARE OLIVER NORTH & JOHN POINDEXTER?	400 WHAT IS NO MEDICAL INSURANCE COVERAGE?	400 WHAT IS THE PRICE OF A MEDIUM-SIZE POPCORN, NO BUTTER?	400 WHAT IS A BRIBE?	WHAT IS, "SCREW THE AMERICANS! GIVE THE TERRORISTS WHATEVER THEY WANT!"	400 WHO ARE THE POINTER SISTERS?
500 WHAT IS HIS FAN MAIL FILE?	500 WHO IS JIMMY CARTER?	500 WHAT IS LT. UHURA'S BEDROOM?	500 WHAT ARE OPPOSING PLAYERS, ABUSIVE FANS AND OFF-DUTY HOUSTON POLICEMEN?	500 WHAT IS, "AM I CRAZY, OR WAS THAT ANOTHER CAR BOMB?"	500 WHAT ARE TWO SOUNDS MADE BY OPRAH WINFREY WHEN PUTTING ON HER PANTYHOSE?



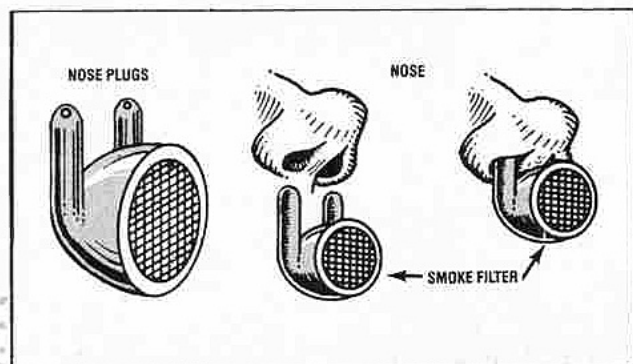
ALL JAFFEE DEPT.

When it comes to new inventions, all we ever hear about are the super sophisticated, high-tech marvels of industry, aerospace, defense and so on. But for most of us, this is meaningless. After all, how often do we have a need for a microprocessor-driven, laser-guided ingot-splitting device? For the kinds of problems *we* face, we'd much rather have (and desperately want!) these...

LOW-TECH INVENTIONS FOR EVERYDAY NEEDS

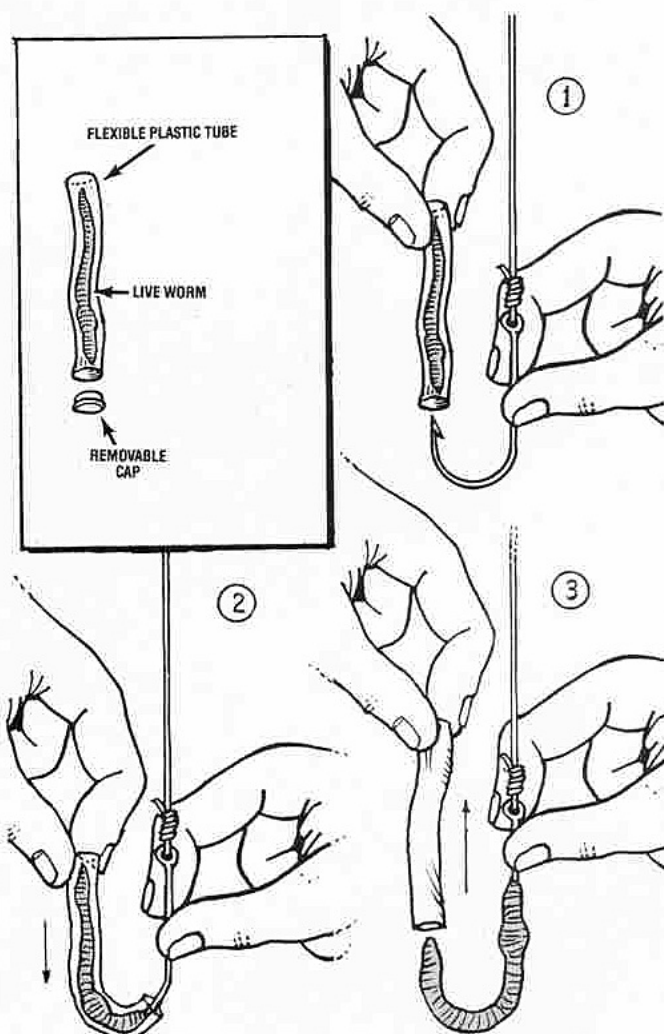
ARTIST AND WRITER: AL JAFFEE

THE NOSE HOSE



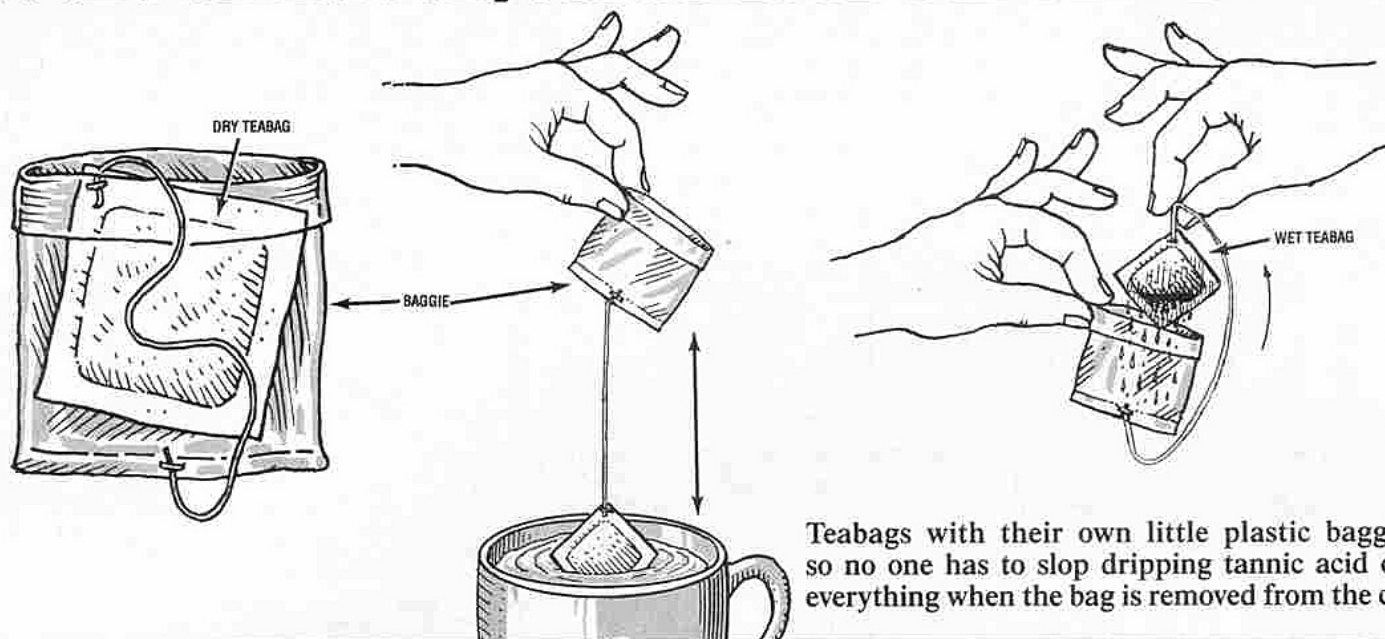
Simple, easy to wear nose plug filters smoke for people who can't avoid being in smoke-filled rooms.

THE FASTER MASTER BAITER



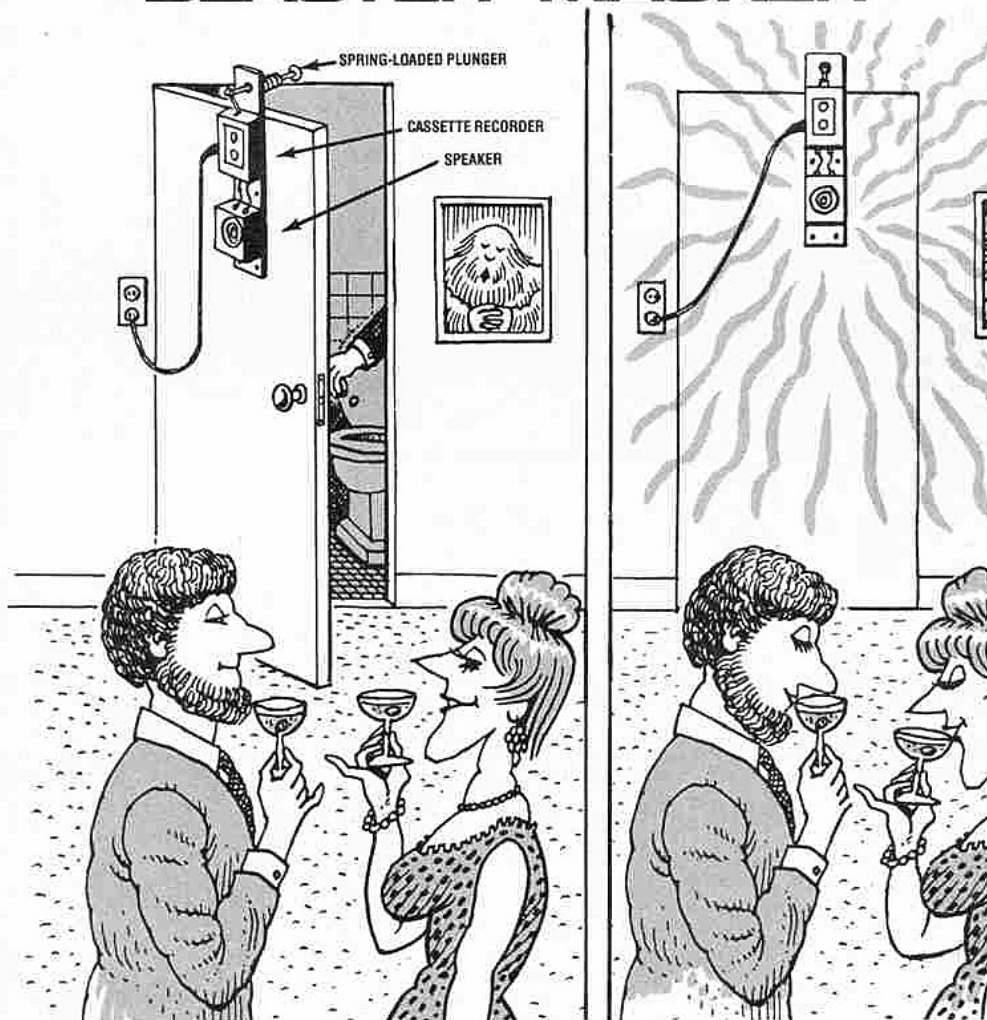
Fishing worms sold in soft plastic tubes. Queasy people can then place them on hooks without touching them.

THE NO SNAG, NON-SAG TEA BAG BAG



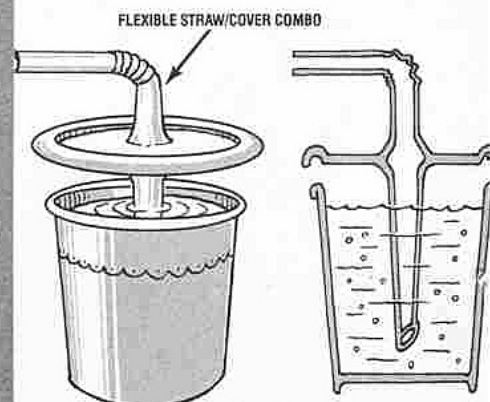
Teabags with their own little plastic baggies, so no one has to slop dripping tannic acid over everything when the bag is removed from the cup.

THE BATHROOM "BLASTER" MASKER



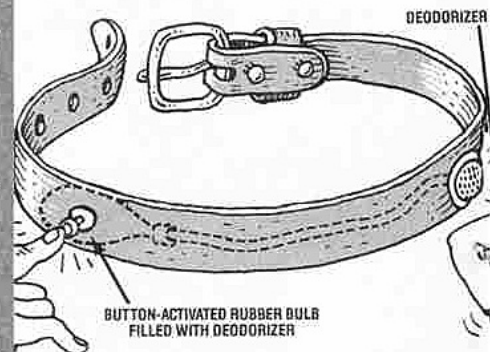
A spring-operated cassette player for attachment to bathroom doors in small apartments. Drowns out sounds that may embarrass company.

THE HIP NO



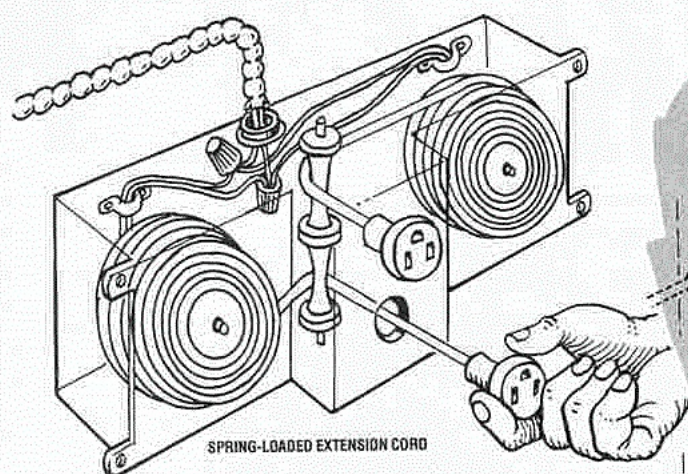
Take-out soda cup covers with built-

THE STENCH

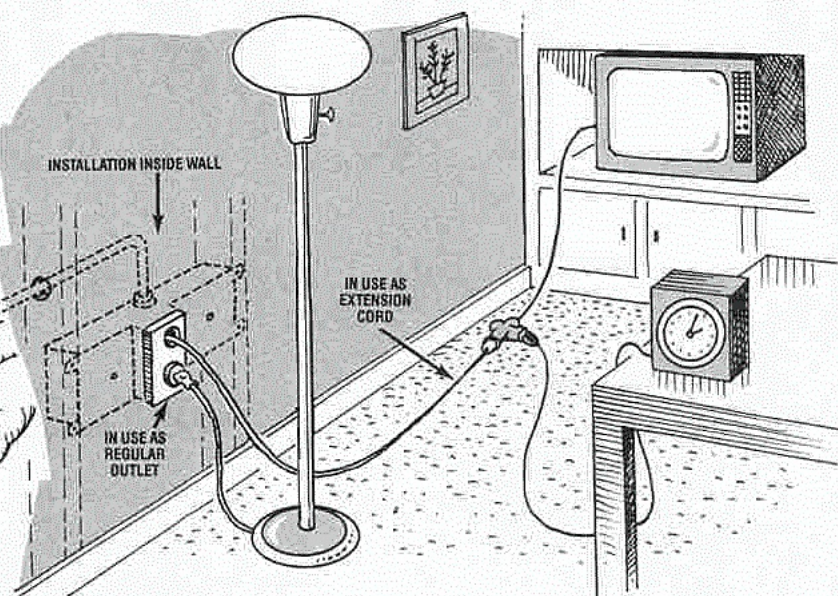


A belt that, at the push of a button, releases strong deodor-

THE INSET OUTLET EXTENDER MENDER



Electric wall outlets with built-in spring coiled extension cords that can be used as both ordinary outlets and also as extension cords when needed.



DRIP SIPPER



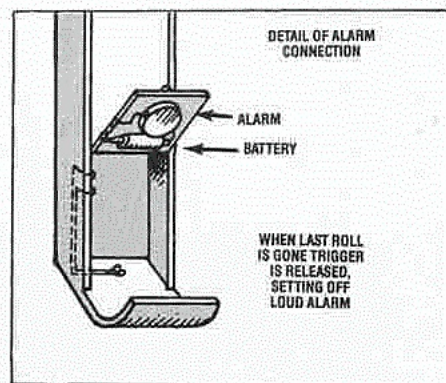
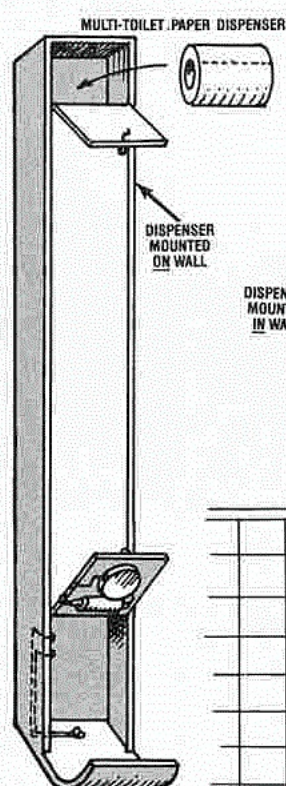
in straws for safe use while driving.

QUENCHER



ants that mask foul smells when stuck in a hot crowded place.

THE NO-PANIC PAPER PURVEYOR

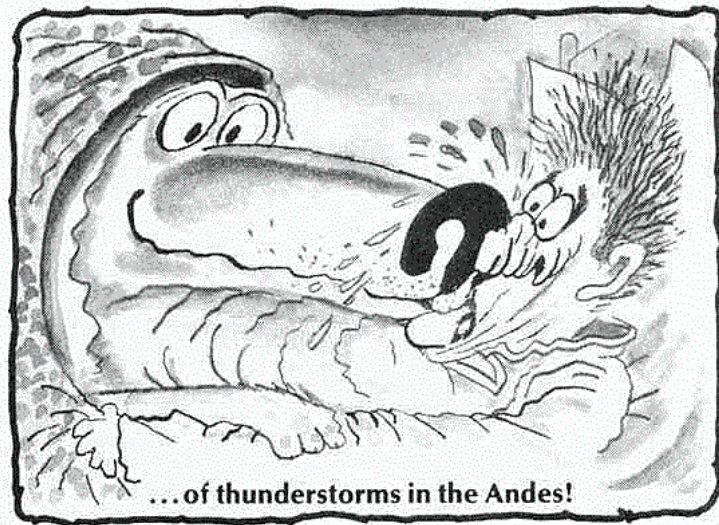


A large toilet paper dispenser that stocks a whole year's supply. The last roll is connected to a loud voice alarm that warns people not to sit down and start if the dispenser has not been refilled.

YOUR PET



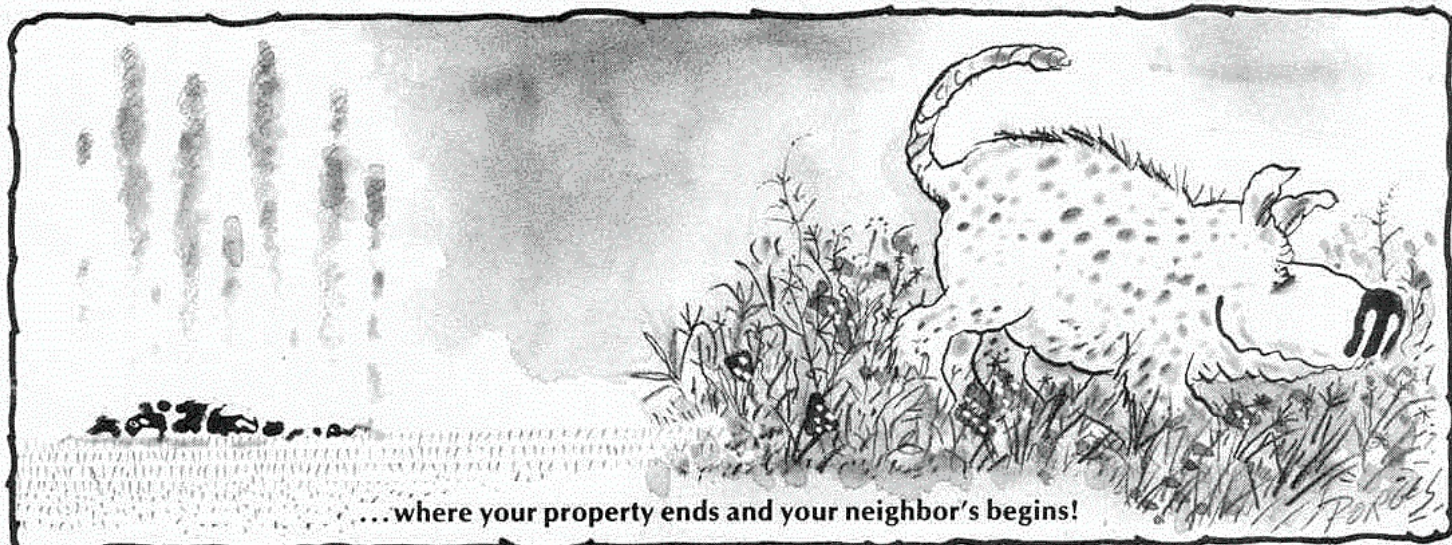
...where your other pet is!!



...of thunderstorms in the Andes!



...who needs a change of socks!



....where your property ends and your neighbor's begins!

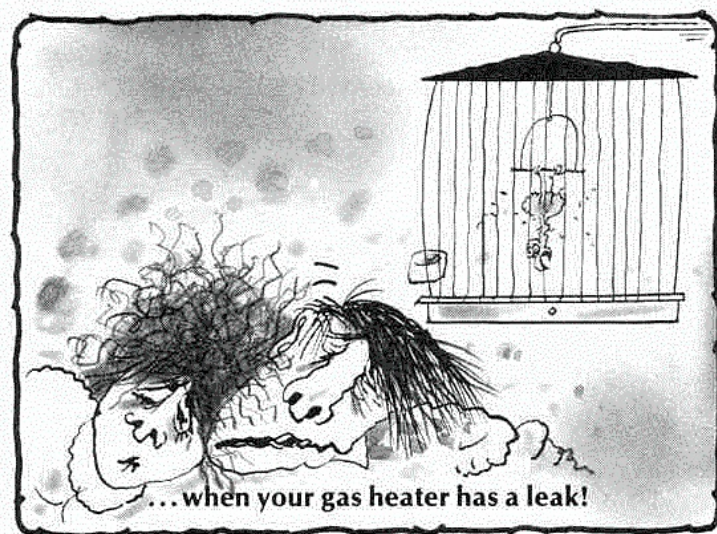
KNOWS...



ARTIST AND WRITER:
PAUL PETER PORGES



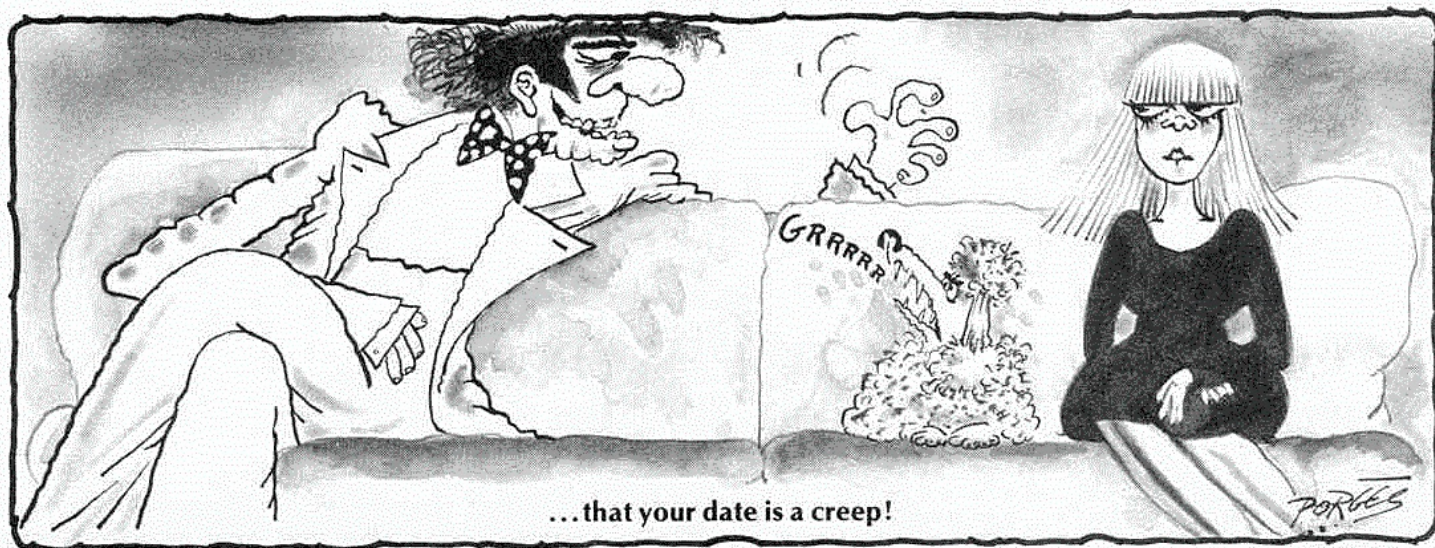
... where the other slipper is!



... when your gas heater has a leak!



... which is the most comfortable chair in the house!



... that your date is a creep!

THE MAD MERCHANDISE MART

BECOME A DEEJAY!

Newscaster/Announcer

Extra/Flunkie/Janitor



**NO PREVIOUS EMPLOYMENT NECESSARY!
NO FUTURE EMPLOYMENT GUARANTEED!**

**LEARN BY SITTING BEHIND AN ACTUAL RADIO AND TALKING
THROUGH THE SPEAKER!**

**SOME OF OUR TRAINEES ARE ALREADY LISTENING TO CBS, ABC AND NBC
AFFILIATES THROUGHOUT THE WORLD!**

**TAKE A BUSINESS-SIZE ENVELOPE AND SPEAK INTO IT IN LOUD, CLEAR TONES.
SAY YOUR NAME, ADDRESS AND HOME PHONE NUMBER INTO THE ENVELOPE.
ENCLOSE \$20 SO WE MAY DETERMINE IF YOUR VOICE IS STILL IN THE ENVELOPE
WHEN WE OPEN IT. IF IT IS, YOU HAVE THE KIND OF RESONANCE THAT WE
REQUIRE. SEND YOUR ENVELOPE TO:**

DJ/NEWSCASTER/ANNOUNCER/EXTRA/FLUNKIE/JANITOR SCHOOL

14 Rich and Famous Lane, Robin Leach, Nebraska

MAKE BIG BUCKS!

**SELL BURGLAR ALARMS
TO YOUR NEIGHBORS!**

**If they won't buy because they think
burglar alarms are worthless, sell their
addresses to shady characters and
make big bucks anyway! You can't lose!
Send for info. Enclose \$2.00 postage
and a large hacksaw. Mail to: Alarming
Money-Making Plans, Cell 1717, Sing
Sing, New York 10304**

SONGWRITERS— DON'T BE RIPPED OFF!

**Others may steal your songs! Let us determine if
your song is worth stealing. Send us all copies of
your music and lyrics. (Send us everything!
Don't leave a single copy lying around in your
home to be stolen!) If we feel your work is not
suitable for stealing, we will return it and you
pay just \$10 for our appraisal! If your stuff is
worth stealing you won't hear from us again,
but we guarantee you will hear your song on the
radio! Remember, send all copies of your music
and lyrics to: Tin Ear Alley, 87 Lionel Richie
Road, Sondehm AZ.**

They're Available In Dozens Of Shapes!

They're Available In Dozens Of Colors!

They're Illegal In Dozens Of States!

They're Responsible For Dozens Of Injuries And Deaths!

FIREWORKS

**FIRECRACKERS! ROMAN CANDLES!
ASHCANS! SPARKLERS!**

**plus: HAND GRENADES! LAND MINES! TORPEDOES! EXOCET &
PERSHING MISSILES! NUCLEAR WARHEADS & more!**

**For FREE CATALOG, send an unmarked five dollar bill (just to cover postage, of
course) to T.N.T. FIREWORKS, 11 Sparkler Lane, Kaboom, Kansas 10314.**

**I LOST 14 POUNDS THE
FIRST THREE MINUTES...
41 POUNDS THE FIRST WEEK...
133 POUNDS THE FIRST MONTH...
(And I only started out weighing 127 lbs.!)****

****Actual testimony will be on file if
this satisfied customer ever reappears!**



Yes, it's the incredible...

ABDOMINAL SNOWJOB SLEEP-AWAY-FAT DIET!

NO EXERCISE! NO PILLS!

NO NONSENSE! NO REFUNDS!

**(But you must sleep during break-
fast, lunch and dinner and snooze
during between-meal snacks!)**

**ACTUAL DOCTOR'S TESTIMONY:
"I've seen hundreds of diets in my
life, but NEVER one like this!"**

OUR TRIPLE GUARANTEE

**We will send you a diet guaranteed
to put three times your original
weight back on if you decide you
looked better before trying the
Abdominal Snowjob Sleep-Away-
Fat Diet!**

**This incredible new diet plan was
discovered by a registered nurse who
was trying to come up with a better
paste for hanging wallpaper. But her
secret formula can now be yours!**

RUSH ORDER FORM

**Abdominal Snowjob Diet Plan
10 Love Handle Lane
Fat Chance, Ill 225 +**

**Yes! Please rush my order so I can
start losing weight immediately! I
understand that if I don't hear from
you in three or four months I may
start losing weight anyway just from
worrying about my order, so I can't
go wrong!**

- ☐ 4-Week Supply \$19.95
- ☐ 8-Week Supply \$45.98
- ☐ 12-Week Supply \$72.35
- ☐ Calculator to check our math:
add \$12.95

**NAME _____
ADDRESS _____
CITY _____ STATE _____**

THE MAD MERCHANDISE MART

HOMework PROBLEMS?

For only \$5 we will complete one term paper on any subject. For \$25 we will complete six term papers on any subject.

SAVE EVEN MORE!

Send us \$100 and we'll send you a diploma! (Yearbook \$10 extra.)

School of Higher Education
Box 100001
Aldorado, New York



Actresses!

We are looking for sincere talented girls to appear in an all-nude version of Shakespeare's "As You Like It." Here is your chance to be seen and handled by top agents and producers! Send nude photo (or a bunch if you have them) to: Shakespeare-in-the-Buff Festival Auditions, c/o The Wild Pussycat Strip Joint and Pizza Palace, Las Vegas, NV 12121

GENUINE FAKE I.D.'s DRIVER'S LICENSE! MEDICARE CARD! SOCIAL SECURITY CARD!

So authentic they will fool any government agency! Get on welfare roles! Receive unemployment checks! Use food stamps! Bilk the government out of hundreds of thousands of dollars! Obviously we offer these I.D.'s "For Fun Purposes Only." For complete catalog send your name, address and proof that you're not a federal agent to: Fake I.D., 21 Wedtech Lane, Bronx, NY.



Murry's House Of Health VITAMIN SALE!

BRAND NEW!

MULTI-ALPHABET VITAMINS!

A to Z VITAMINS!

Released in Alphabetical Order!

100 tablets. \$12.99

MULTI-ALPHA VITAMINS with EXTRA VOWELS!

More than 10 times your body's needs for vitamins A, E, I, O, and U!

100 tablets. \$18.95

VITAMIN U TABLETS!

The much-needed vitamin if you want to use the other vitamins you take to spell dirty words!

100 tablets. \$22.95



HIGH FIBER SUPPLEMENTS!

FORGET BRAN, OATS AND THOSE OTHER "KIDDIE" FORMULAS! MURRY HAS...

OAK...TEAK...and now...MAHOGANY!...mix in cereals, juice, eggs etc. Or mix with Elmer's Glue and make tabletops, floor tiles, book shelves etc. Only \$9.99 per pound (add \$3.98 extra for building plans).

SPECIAL!

COD LIVER OIL ...\$1.79/4 oz.

COD LIVER OIL w/ONIONS

...\$5.99/4 oz.

VITAMIN E



(Can be taken face down as Vitamin M)

100 tablets. \$15.95

REMEMBER:

In the words of Murry, our founder, "Vitamins, they can't hurt and they just might help!" (And don't forget, Murry's next-door neighbor is a doctor!)

HAIR VITAMINS!

30 Day Supply. \$18.95

(Please state where you would like hair to grow.)

Murry's House Of Health 300 OUTLETS!!!

Unfortunately, they're all located at the same address! 4711 Gary Null Drive, Steroid, Arizona. Mail and phone orders accepted, except from government and FDA officials! 23

THE BALLAD OF

DR. RUTH

(with apologies to Rudyard Kipling, although we're pretty sure he doesn't care one way or the other)

You can talk of phone-in sex
And those movies rated "X,"
Full of orgies with a dozen people ballin';
But if you're stripped for action
And you can't get satisfaction,
There's a chubby little gal you should be callin'.

Now she ain't no Donna Mills,
And her shape won't give you thrills,
As you know, if you have seen her once or twice,
But for folks in search of kicks,
She's got such a bag of tricks
That Joan Collins even calls her for advice.

Hey there, Ruth! Ruth! Ruth!
Help that lady and her boy-friend in Duluth!
Show her how to use persuasion
So he'll rise to the occasion;
Only you alone can save 'em, Dr. Ruth!

Well, she sure rakes in the dough
From her syndicated show
And her books and home cassettes in full supply;
And it wouldn't be surprisin'
If real soon she's merchandisin'
Her own line of contraceptives folks can buy.



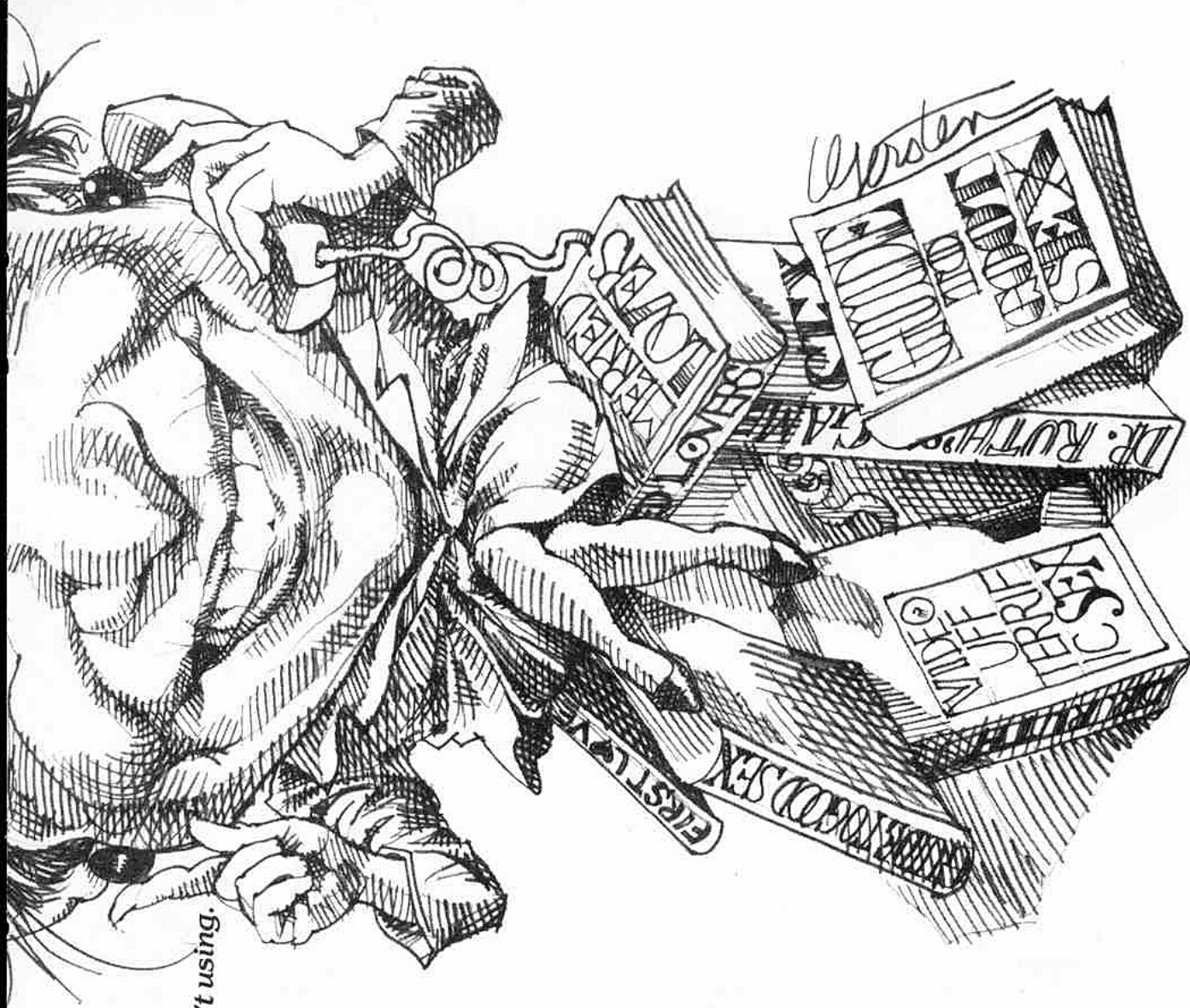
She was there to save the day
 For that couple in L.A.,
 Who complained that sex was utterly confusing;
 They were worried and uptight,
 But Dr. Ruth, she set 'em right
 When she showed 'em sev'ral parts that they weren't using.

For it's Ruth! Ruth! Ruth!
 Start 'em out real nice and early in their youth!
 Show good sex is not beyond 'em
 Once they're handy with a condom;
 We can count on you to tell 'em, Dr. Ruth!

No one else could get away
 With the stuff they let her say;
 She don't ever show the slightest inhibitions;
 Even Hefner, so it's said,
 Blushes sev'ral shades of red
 When she starts in demonstratin' new positions.

She's no preacher like you see
 Sunday mornings on TV,
 Who all promise you salvation for a price;
 You can keep your PTL —
 Dr. Ruth does twice as well
 In showin' folks the way to paradise.

Yes, it's Ruth! Ruth! Ruth!
 Ridin' higher ev'ry day, and that's the truth!
 Provin' if you're cute and clever
 Sex will sell as good as ever;
 You're a crafty little number, Dr. Ruth!



A MAD SEXUAL "HANG-UP"

ARTIST: GERRY GERSTEN

WRITER: FRANK JACOBS

NEW CARS



On this baby you'll get 23 miles per gallon in city traffic and at least 30 on the road!

The TV commercial for this model says "Your mileage may vary!" What does that mean?



It depends on which salesman you get!



BERG'S-EYE VIEW DEPT.

THE LIGHTE

OLD FRIENDS

Norman Brown! You old son of a gun! I haven't seen you in years!

I'm not Norman Brown!

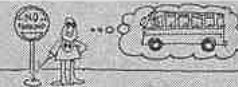
Sure you are! You lived on West 27th Street, you have two brothers, Ray and David, you went to Bayonne High...

Sorry, but I'm afraid you're wrong on all counts!

Gee, he sure has changed a lot!



HOMESCHOOL



Grandpa, I can't figure out this math problem. Can you help me?

Hmm, maybe you don't understand this "bushels of apples" and "bales of hay" business! Let's try it this way — "If one girl pays \$50 each for three pairs of designer jeans and another girl spends \$80 to have her hair and nails done, how much..."

Were you able to help Lisa with her homework?

Yep! It's easy when you know the new math!

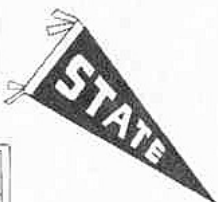


R SIDE OF...

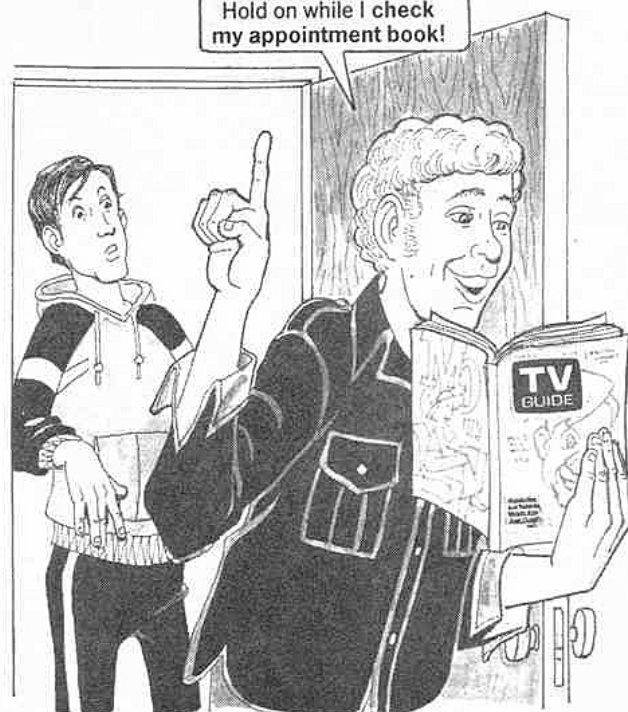
ARTIST & WRITER:
DAVE BERG

PRIORITIES

Hey, Tommy, I'm having a party at my house Saturday night! Lotsa girls, lotsa beer, lotsa laughs! Can you make it?



Hold on while I check my appointment book!



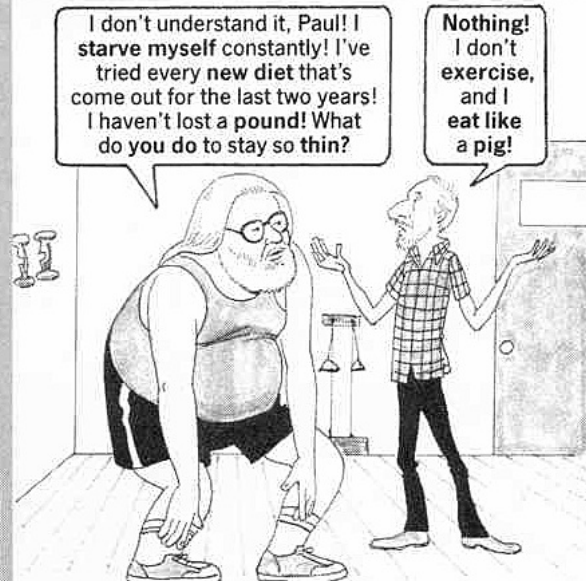
COMMUNICATION



RELATIONSHIPS



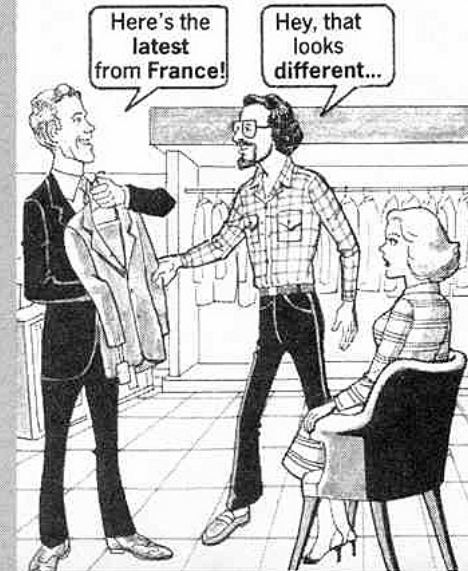
FOOD



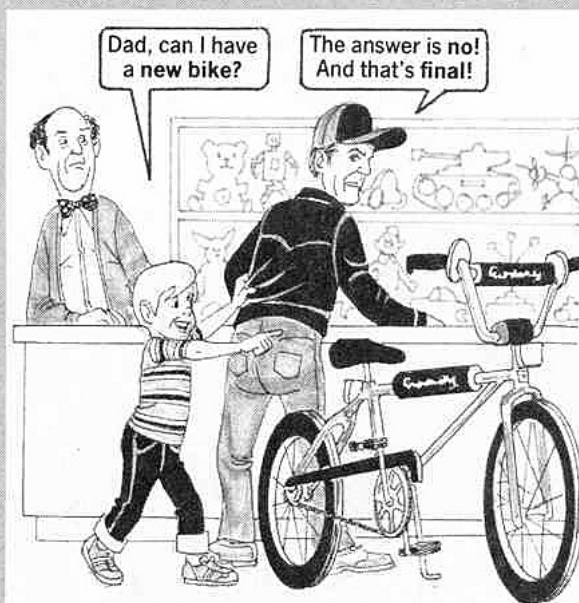
APPEARANCES



TASTE



ASSERTIVE ACTION



THE TELEPHONE



ACHES AND PAINS

Sorry, Meg, I can't play mixed doubles with you this afternoon! My back is killing me!

What's the problem?

It's an old injury acting up! I got hurt at the U.S. Open Championships years ago!

I didn't know you played tennis at the U.S. Open!

He didn't! He fell off his seat in the stands!



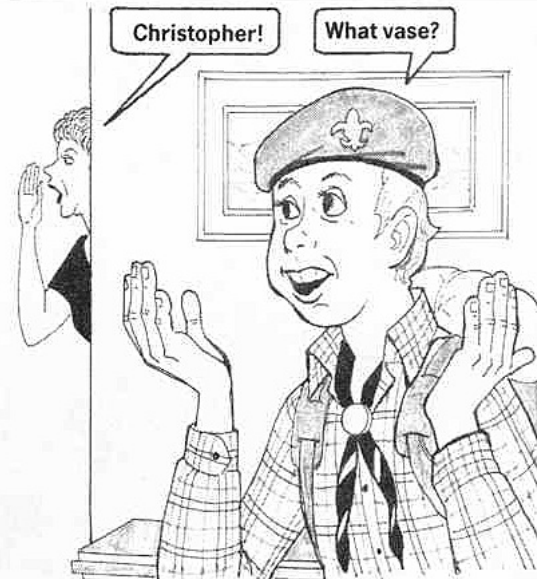
GUILT

Oh, no! That was Mom's favorite vase!

Maybe if I sweep up the pieces and throw 'em in the trash, she won't miss it until after the overnight hike this weekend!

Christopher!

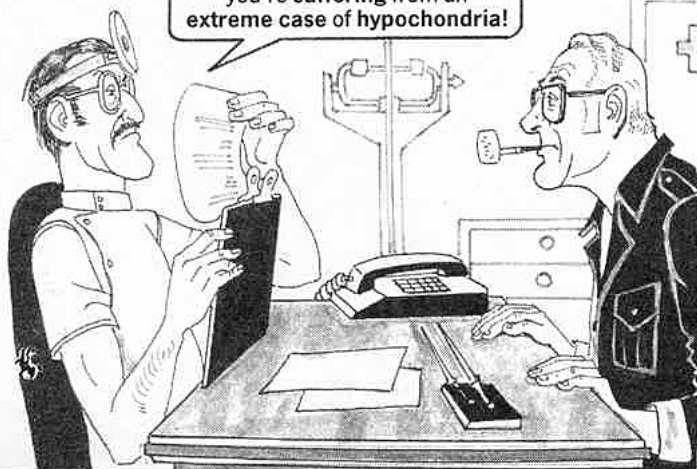
What vase?



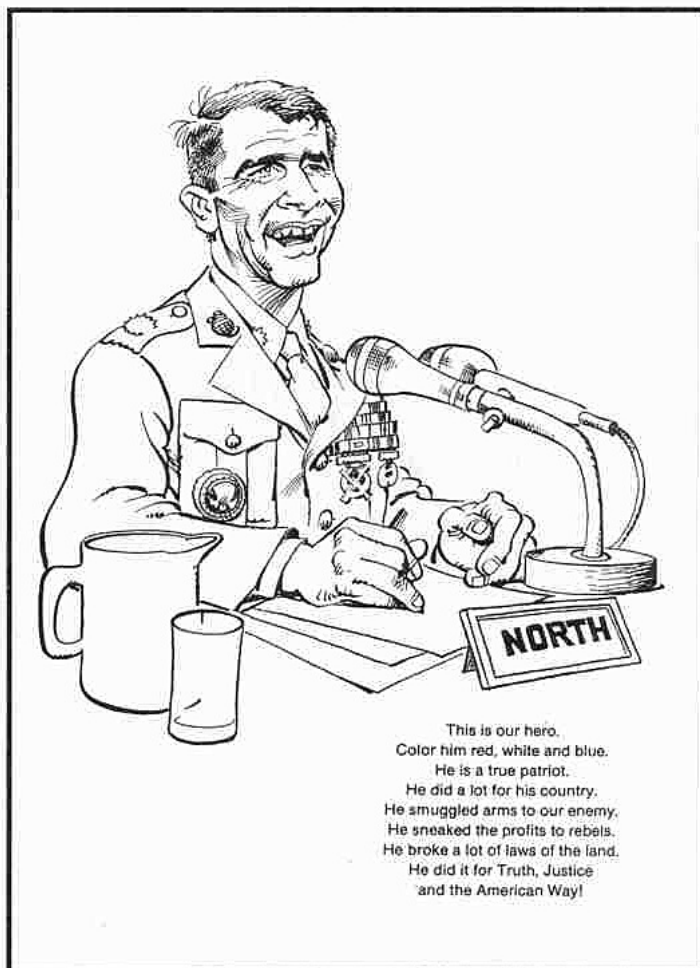
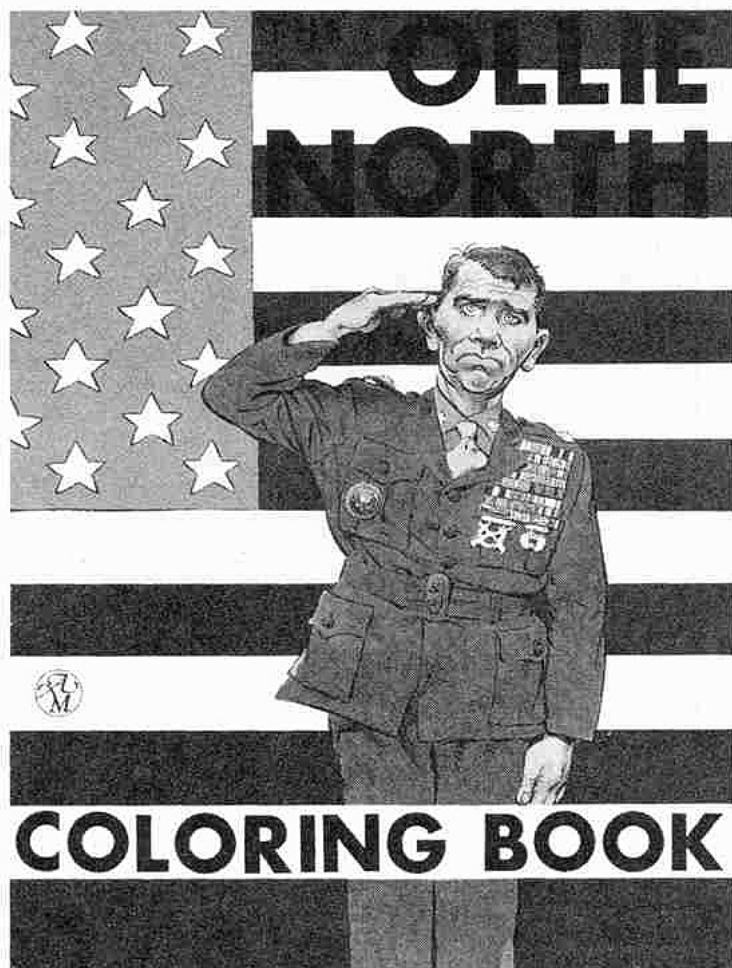
DOCTORS

Kaputnik, I've given you a very thorough examination and have come to the conclusion that you're suffering from an extreme case of hypochondria!

Hah! I knew I was sick!

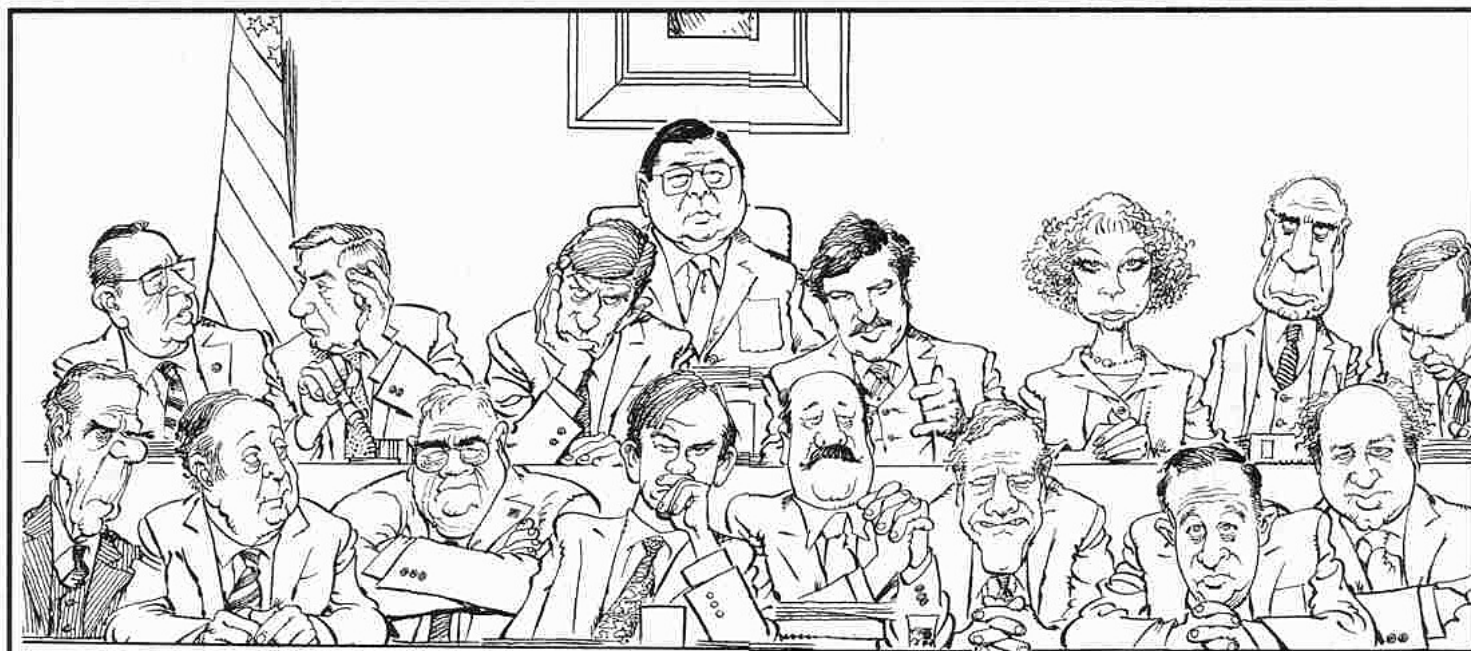


AND NOW MAD PROUDLY PRESENTS THE UNSHREDDED EXCERPTS FROM...

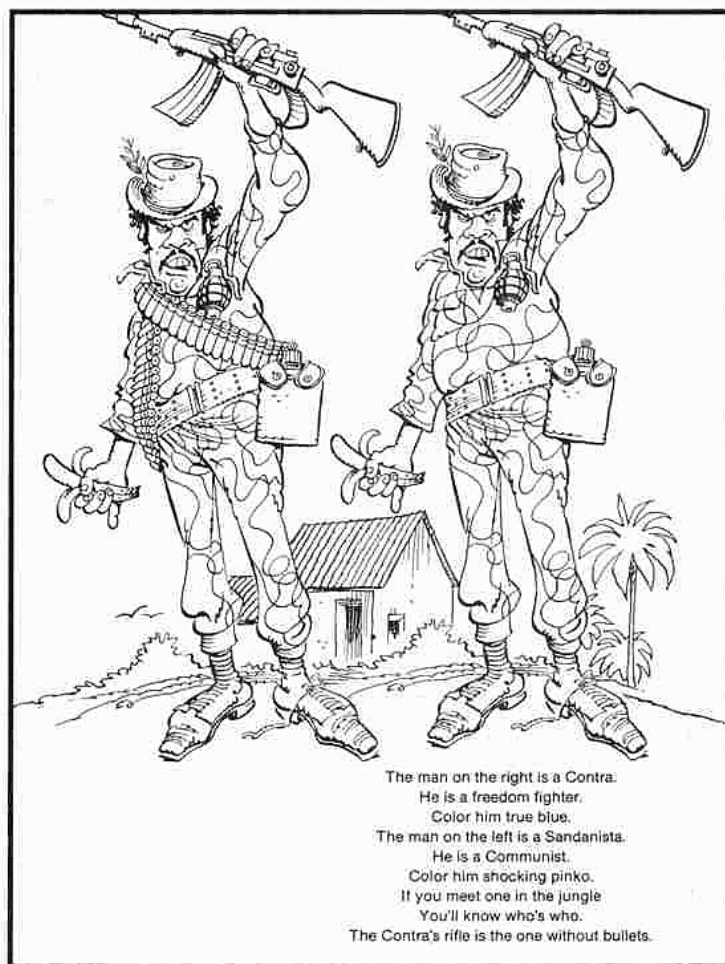
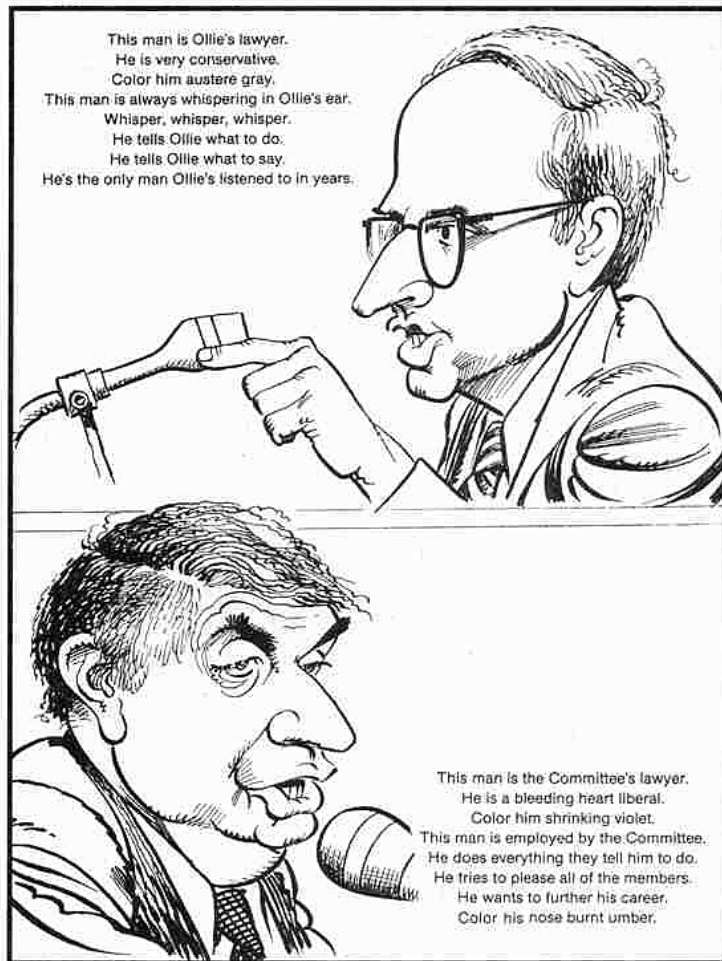
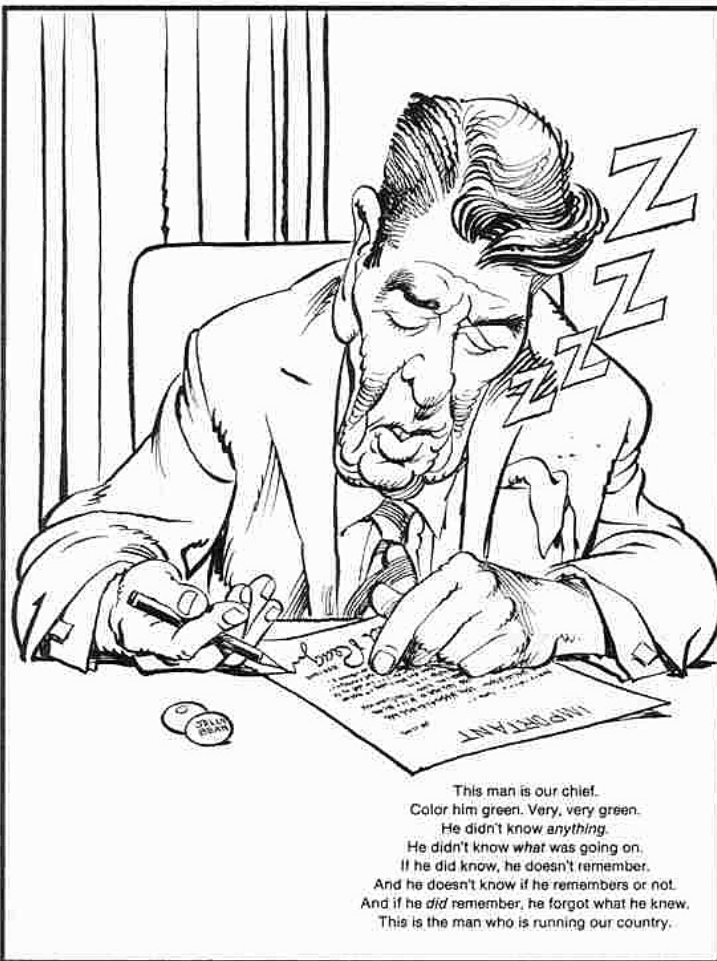


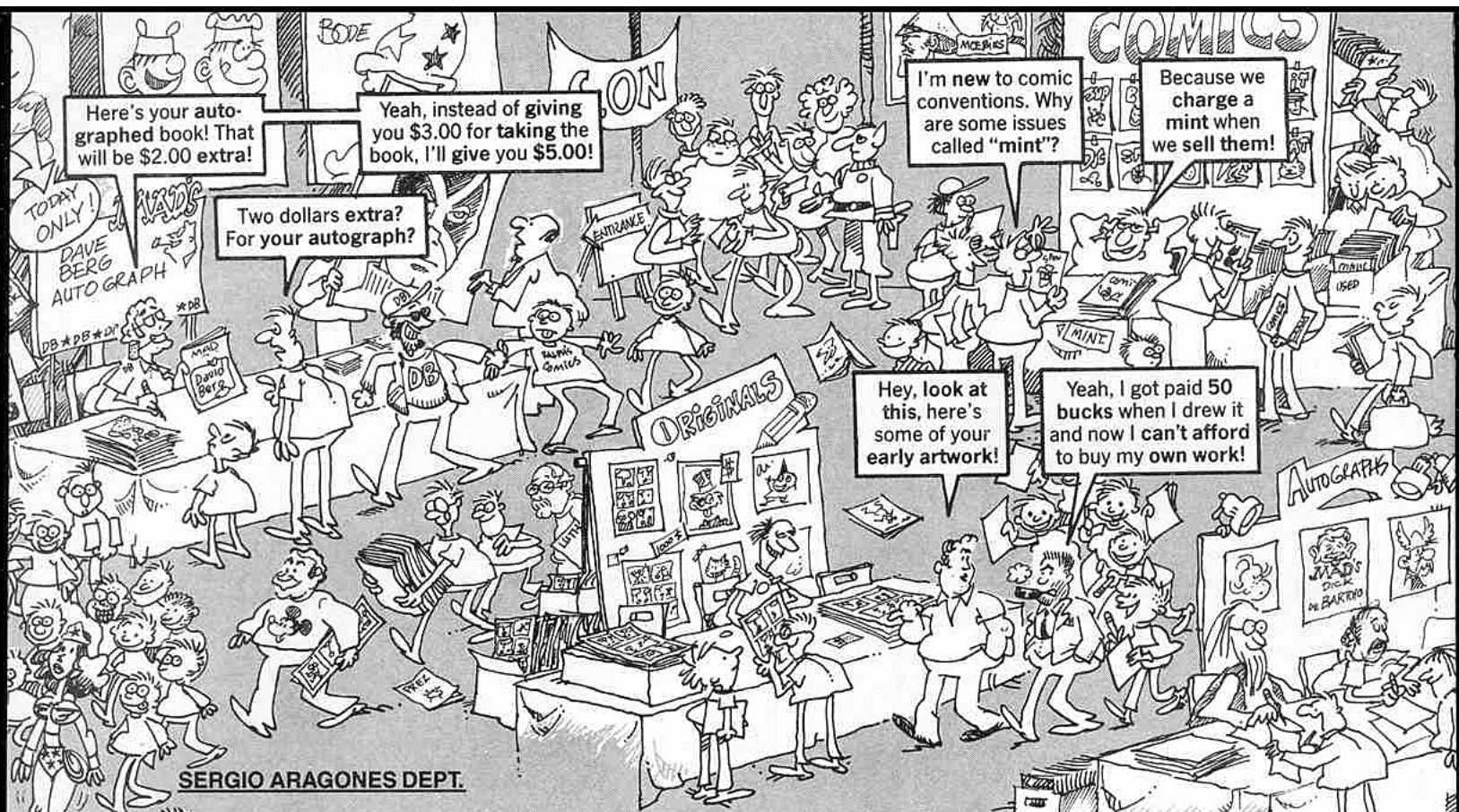
This is our hero.
Color him red, white and blue.
He is a true patriot.
He did a lot for his country.
He smuggled arms to our enemy.
He sneaked the profits to rebels.
He broke a lot of laws of the land.
He did it for Truth, Justice
and the American Way!

From "The Ollie North Coloring Book" by Mort Drucker and Paul Laikin. Reprinted by permission of Paul Burke Publishing. Copyright © 1987 by Mort Drucker and Paul Laikin.



This is the Committee.
Color them blue in the face.
They want to know everything Ollie did.
Nosy, nosy, nosy.
They don't like Ollie fooling them.
They don't like Ollie cheating on them.
They don't like Ollie just ignoring them.
Picky, picky, picky.



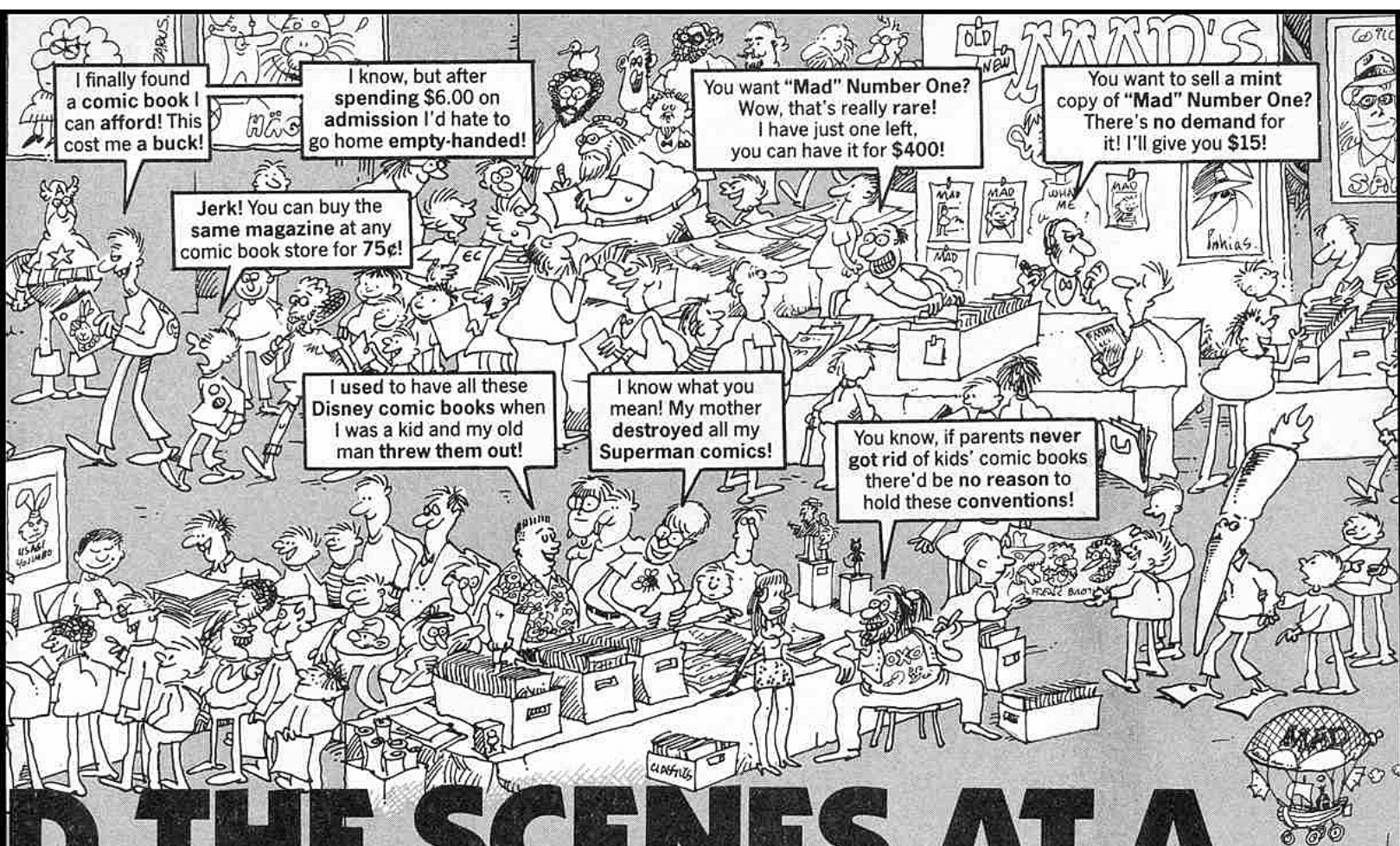


SERGIO ARAGONES DEPT.

A MAD PEEK BEHIND COMIC BOOK



ARTIST: SERGIO ARAGONES
WRITER: LOU SILVERSTONE



D THE SCENES AT A CONVENTiON

IDEA BY: JOEY TOWNSEL



There are so many TV talk shows being created and cancelled these days that you can't keep up with them all even if you have *three* VCRs! So of course you're probably wondering how particular talk show hosts might handle themselves in particular situations. Well, wonder no more because, as usual, we brains at MAD have done all the work and compiled the data in a handy reference tool we call...

Mad's Guide To Talk Show Hosts

IF THE GUEST WAS A NOBEL PRIZE-WINNING NUCLEAR PHYSICIST...

...Johnny Carson would rush through the interview to save plenty of time for Loni Anderson.

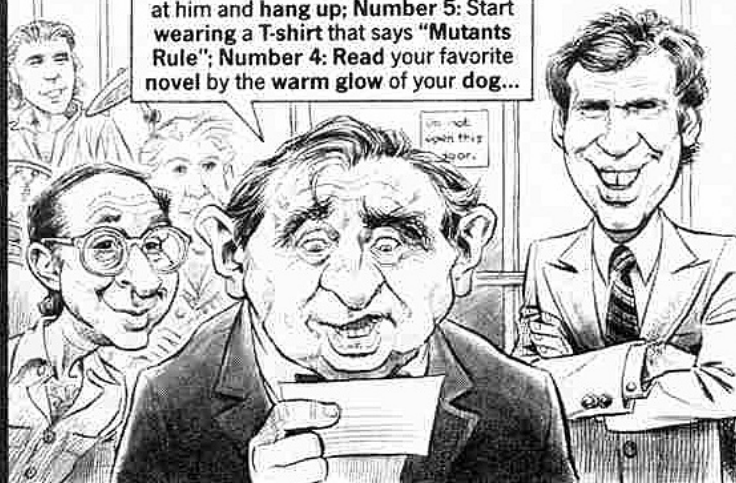
Thanks for having me here, Mr. Carson. Gamma Particle Research is a relatively new science...

Right, Professor. To sum up, I guess that during a nuclear attack, it'll be so hot that the Rodeo Drive Baskin-Robbins will be selling 31 different flavors of soup! We'll be right back after this message!



...David Letterman would ask him to read a list of the "Top Ten Things To Do During a Nuclear Holocaust."

Number 6: Call up your boss, laugh at him and hang up; Number 5: Start wearing a T-shirt that says "Mutants Rule"; Number 4: Read your favorite novel by the warm glow of your dog...



...Max Headroom would question him about golf.

Those Gamma Rays do fascinate me, you sensuous scientist, but what I really want to know... now how should I ph-ph-phrase this... You golf? I mean, heh heh, is putting new to you? Don't answer! Ponder th-this mind-bender instead instead instead. Why do you suppose Jack Nicklaus never won a Nobel P-P-P-Prize?? Tell ya what, let's imagine we're on the 18th hole at ground zero...



IF THE GUEST WAS A BUSTY YOUNG STARLET PROMOTING HER NEW FILM...

...Phil Donahue would ignore the film and badger her with lots of questions about sexual harassment in Hollywood.

Isn't it true you slept with the producer of this film to get your part?

But my husband produced this film!

But won't you have to sleep with the producer of your next film to get that part? Isn't the entire film industry a tangled web that chews up and spits out innocent girls like you? Caller, are you there?



...Joan Rivers would use the opportunity to put down other female stars who are less well-endowed.

It was great fun having a chance to work with...

You know, you're very lucky. Cher could use your bra as a hammock...It's true! I saw a picture of Molly Ringwald's chest on a milk carton labeled "missing"...Oh, grow up!!



...Joe Franklin would waste everyone's time comparing her to obscure actresses who have been dead for over 30 years.

I saw your new movie and I've got to tell you, you have the same pizzazz as the late, great, very super star of stage and screen, Clara McBooth, who as we all remember was sensational with the late, great Patty Cherry and the late, great RKO "Happy Girl" Rita Poole in Eddie Cantor's 1928 film "Derby Parade," directed by the late, great...



IF MARLON BRANDO MADE A RARE TALK SHOW APPEARANCE...

...Joan Rivers would make him the butt of some of her tiresome "fat" jokes.

Tell me, Marlon, is it true in your next movie you'll be playing the part of a street gang? I mean, come on, I heard the phone company just gave you your own area code! Marlon! You are a Streetcar Named Desire!



...Johnny Carson would have him appear in an "Art Fern Tea Time Movie" sketch.

Losing your hair? Follicles falling? Instead of hair spray do you find yourself reaching for Turtle Wax? If so, come to Toupee City like my friend baldo here... Why be the laughing stock of your neighborhood when you can be the laughing stock of the entire L.A. area! Take the Ventura Freeway to the Slosson Cutoff...



...Dick Cavett would hog the spotlight by spending more time introducing Marlon Brando than he would interviewing him.

...of course anyone familiar with my guest's career will surely remember his controlled rage in "The Godfather," which served as a prelude to his muddled verbiage in "Apocalypse Now." Also, one can't forget...Oh, I've just been told that we're out of time. Goodnight!



IF A SURPRISE CAMEO WALK-ON WAS MADE BY MADONNA...

...David Letterman would coerce her into taking part in "Stupid Pet Tricks."

Now let me get this straight...you say Corky here is going to plug in this blender and make a vanilla shake...all while balancing on Madonna's face??



...Joe Franklin would make her share the panel with his usual group of unknown, no-name guests.

Well, well, Madonna! What a surprise! I'd like you to say hello to someone you're going to be hearing a lot from, Anita Schlup, the opera-singing juggler! Say, maybe Anita could do an operatic version of "Poppa Don't Preach..."



...David Brenner would be so stunned that such a big star would choose to appear on his show rather than Johnny Carson's that he'll be unable to say anything coherent.

Homina, homina, homina...

We'll be right back... but David won't!



IF MALCOLM FORBES WAS INVITED TO EXPLAIN THE WORLD MONETARY FUND...

...Dick Cavett would find a way to drop the names of dozens of celebrities he claims to be close personal friends with.

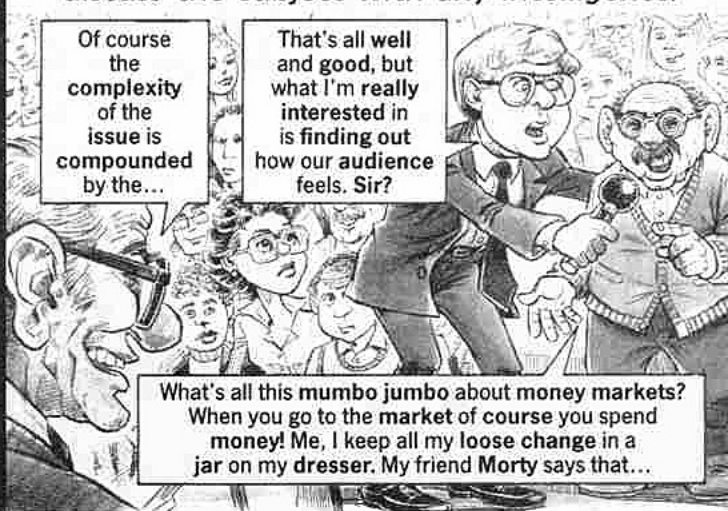
I was just talking about banking with my pal Woody Allen yesterday. We were having lunch with Jackie O. and Liza—which reminds me of a story. Dustin Hoffman called me last week to get Yoko's phone number when who should knock on my door but my buddies Alan Alda and Bette Midler...



...Phil Donahue would spend most of the show listening to the opinions of audience members who are totally unqualified to discuss the subject with any intelligence.

Of course the complexity of the issue is compounded by the...

That's all well and good, but what I'm really interested in is finding out how our audience feels. Sir?



What's all this mumbo jumbo about money markets? When you go to the market of course you spend money! Me, I keep all my loose change in a jar on my dresser. My friend Morty says that...

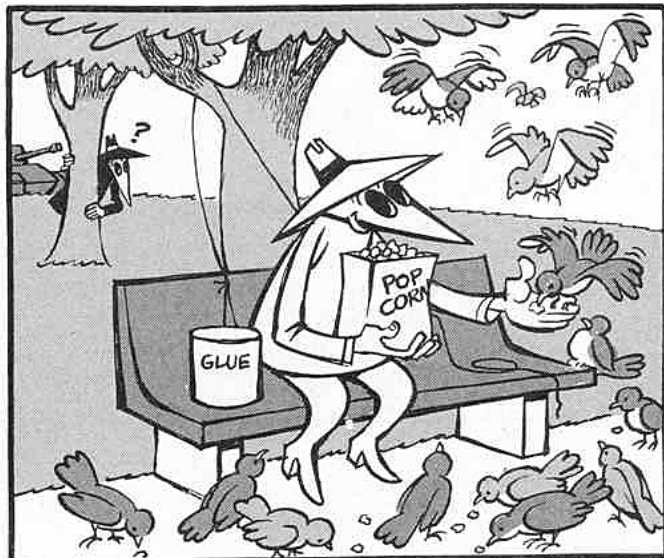
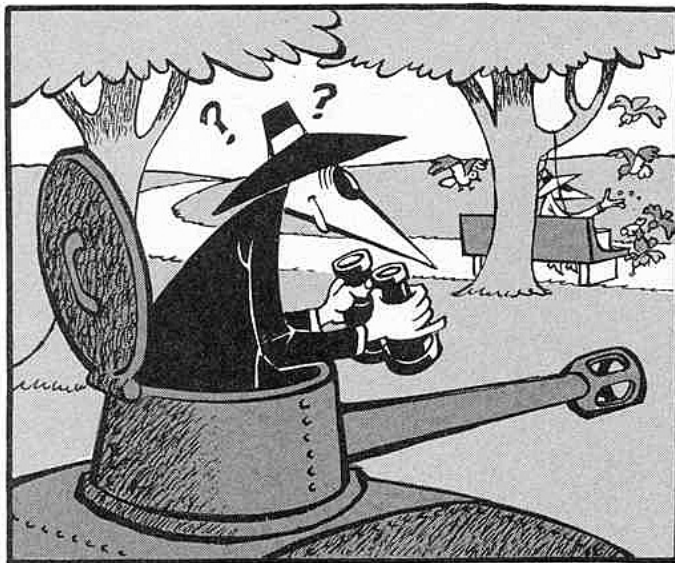
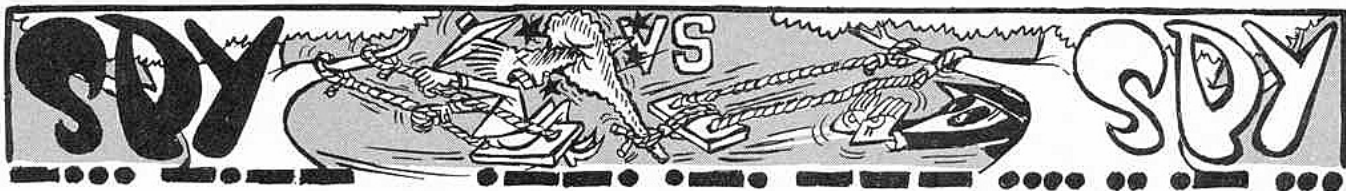
...Oprah Winfrey would do exactly the same thing Phil Donahue does, but be overly emotional about it.

The complexity of the issue is compounded by the...

Yes, you're right (Boo Hoo!), it's a tragedy. (Sob!) but I want to find out (Sniffle Sniff!) how our audience feels. Sir?

Hey, let go of me! You're getting me soaking wet!







...the medical researchers we're expecting to find a cure for AIDS and cancer are the same ones who have been completely stumped by the annoying common cold for 100 years!



...the "Star Wars" defense, if ever approved, would be built by the crooks who charge \$600 for a hammer, and be operated by the cretins who were stupid enough to buy those hammers!

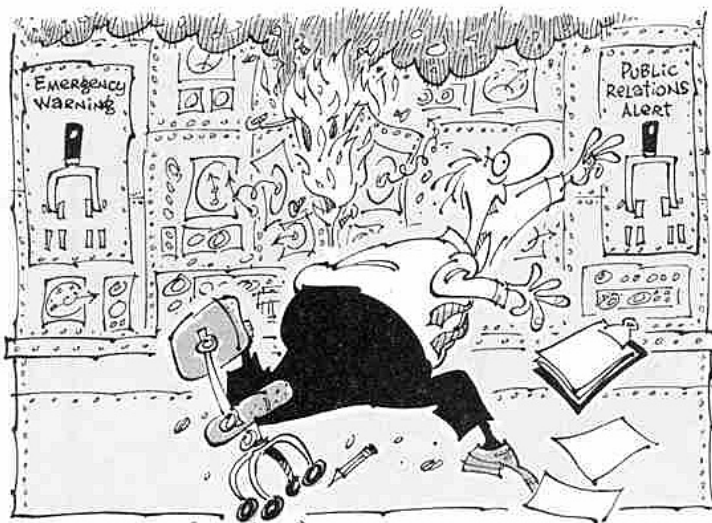


...most states have more formalized training and licensing requirements for hairdressers than they do for owners of cheap handguns!

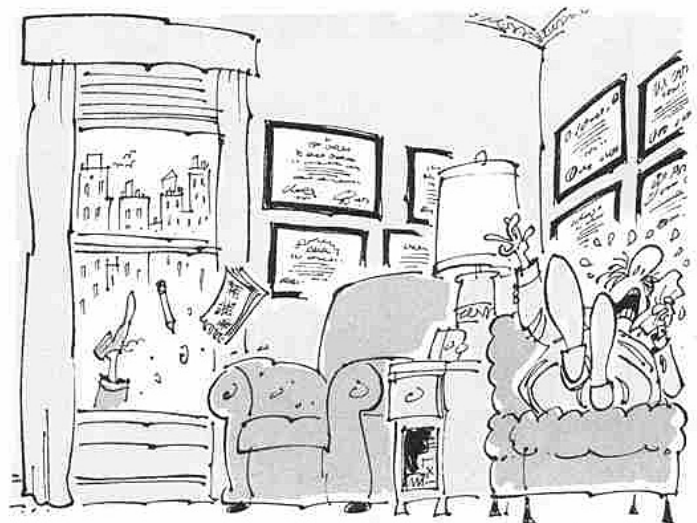
WE THOUGHT THE GOOD FRIGHT DEPT.

An IRS audit, riding the subway in New York City, the threat of nuclear war, or being locked in a room with Don King—

It's really SCA to think



40 ...the nuclear power industry still refers to a near catastrophic melt-down which cost \$1 billion to clean up as a "minor incident"!



...psychiatrists—those claiming expertise in helping others deal with their problems—have the highest suicide rate of any profession!



...the only thing standing between us and fatal food-poisoning is the Food and Drug Administration—an agency that says it's okay to have up to 14 rat droppings in a 10 ounce can of chili.



...for every one television show that gets on the air, there are a dozen others even worse that the networks turn down and we never see!

the mere thought of these things terrifies us. But they're not so bad when compared to *really* horrific stuff. For example...

ARTIST: PAUL COKER

WRITER: MIKE SNIDER

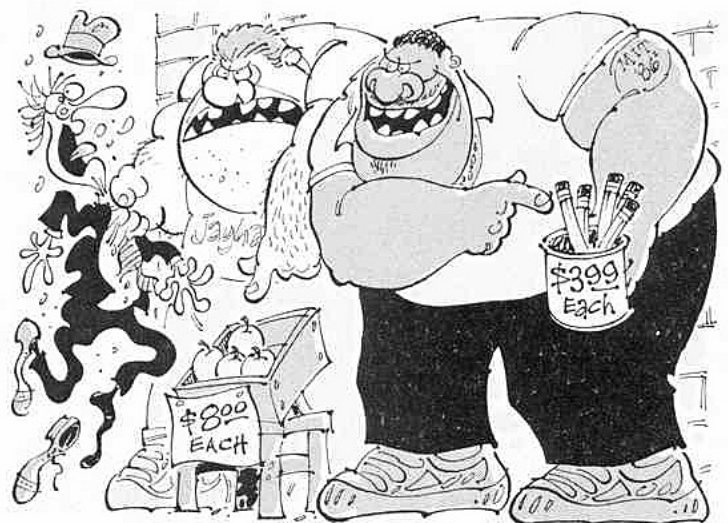
ARRY that...



...the huge multi-national banks controlling the entire world's economy are totally inept at keeping your measly little savings account straight!

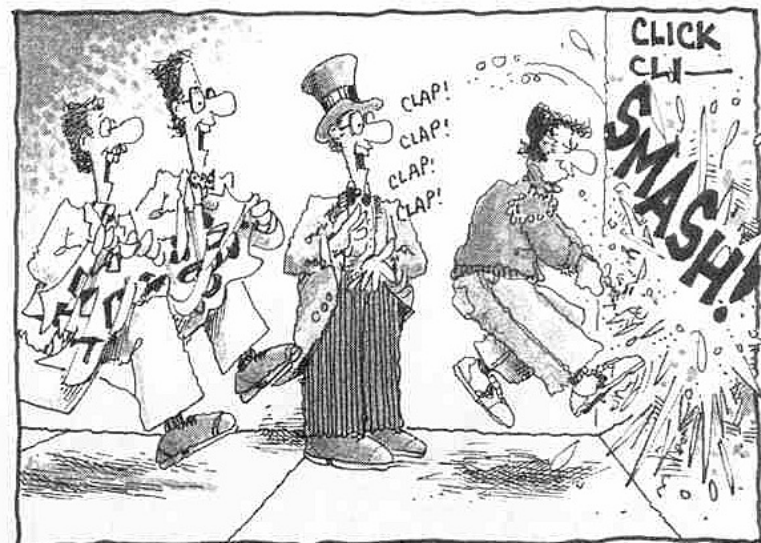
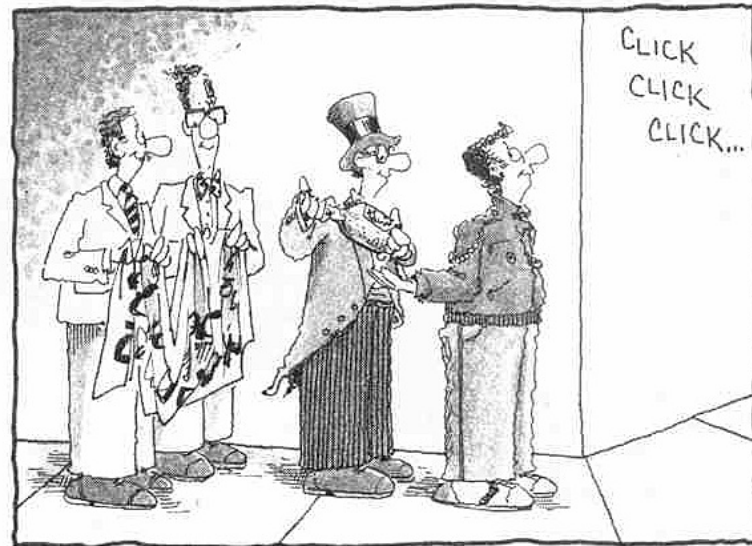


...tomorrow's teenagers will have to come up with music loud and tasteless enough to offend parents who grew up loving The Beastie Boys!



...every year, thousands of big, mean college football players not drafted by the NFL will hit the streets as jobless and bitter rejects!

DRAMA ON PAGE 42



ARTIST AND WRITER: JOHN CALDWELL



TEACHER'S PEST DEPT.

Once there were sitcoms like "Welcome Back, Kotter," featuring wise-ass kids who were one step away from being illiterate. But now that's all changed. The TV classroom this season contains the opposite—brilliant kids with stratospheric IQs. The problem is that, in their own way, they're just as wise-ass as the punks Kotter taught. Which is why MAD ranks them right at the...

HEAD *of the* GRASS

ARTIST: ANGELO TORRES

WRITER: FRANK JACOBS

I'm Chatty Bore!
I teach this
bunch of overly
bright...

What's with the
formal intro? We
know who you are!

But this is
how MAD begins
nearly all its
TV satires!

Maybe for some semi-
literate sit-coms like
"Alf" or "Valerie,"
but not for our show!

We're too bright
and gifted for
such stereotyping
and drivel!

Can Cosby's kids
describe the
100-Years War
day by day?!

Can "Roomies" ex-
plain the effect
of gamma rays on
ant worshippers?!

Can either Kate or
Allie describe the
chemical make-up
of rancid yogurt?!

We're super-smart, which is
why we're isolated in our
own classroom—away from
the jocks and low-lives!

That way our minds
aren't contaminated
through exposure
to their pitiful IQ's!

And our bodies don't get
punched into dogmeat
because of their undying
jealousy and hatred!



Maybe it's time you learned there's more to life than scoring high on tests! That life is a constant...

Get ready to throw up! He's playing the Father Figure role again!

He always makes us suffer through these socially-significant stories with nothing morals! It makes him feel like he's doing something worthwhile!

I heard Mr. Bore used to be a sleazy disc-jockey in Cincinnati! After that, anything would seem worthwhile!

Class, today begins Career Week. You'll learn how very successful people made it to the top! Our first visitor is U.S. Senator Roscoe Scroon!

Senator, what do you advise a person going into politics?

Develop a popular image like Pat Sajak or Ed McMahon!

But they just stand around, smile, and never take a stand on anything!

Hey, you catch on fast!

If he wants to do something really worthwhile he'd blow up this school's cafeteria!

Senator, how should the U.S. deal with the contras?

I'm in favor of the status quo, so long as we remain aware of the effect of necessary change!

You call that an answer? You sidestepped the issue!

That was nothing compared to my views on Star Wars!

So much for going into politics!

Let's meet someone who's creative!

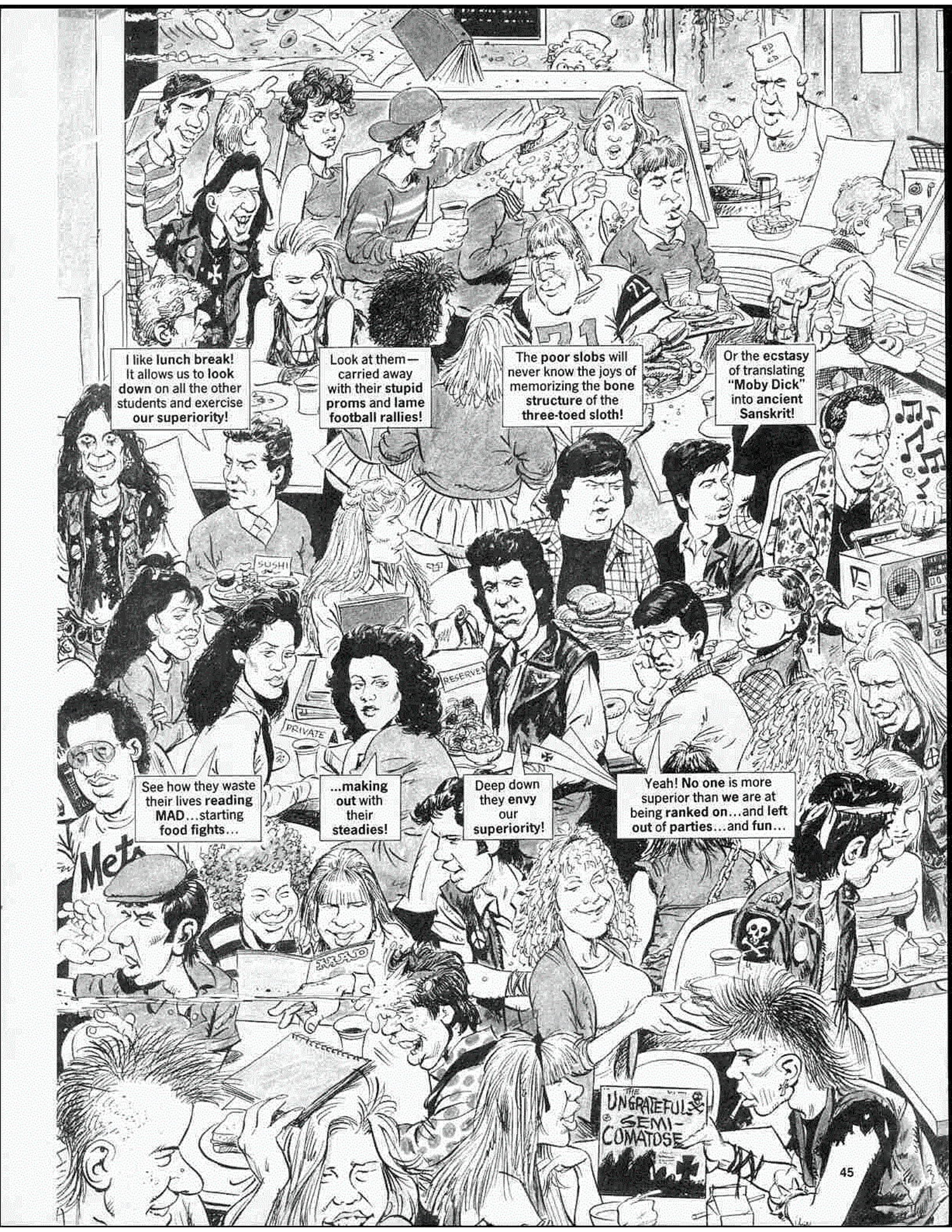
You want creativity? Meet defense contractor Wilbur Bucksimmer! He's made a fortune with his high-tech Infra-Structural Rotator!

What's creative about this? Anybody can see it's just a screwdriver!

Not to the boys in the Pentagon! They're impressed with my creative name for it...and the creative \$200 price I charge them for it! But must of all, they're impressed with the thousands of dollars in kickbacks I give them—not to mention the promise of cushy jobs with my company when they retire from the military!

In our psychology books, that's defined as "abnormal psychopathic greed"!

In the corporate world, it's defined as "business as usual"!



I like lunch break!
It allows us to look
down on all the other
students and exercise
our superiority!

Look at them—
carried away
with their stupid
proms and lame
football rallies!

The poor slobs will
never know the joys of
memorizing the bone
structure of the
three-toed sloth!

Or the ecstasy
of translating
"Moby Dick"
into ancient
Sanskrit!

See how they waste
their lives reading
MAD... starting
food fights...

...making
out with
their
steadies!

Deep down
they envy
our
superiority!

Yeah! No one is more
superior than we are at
being ranked on...and left
out of parties...and fun...

THE UNGRATEFUL &
SEMI-COMATOSE

Birdinhand, how come every week we carry on a 30-second conversation that has nothing to do with school business?

Because the kids may fill your need to be a father, but I make you come face-to-face with the drab, lonely emptiness of your personal life!

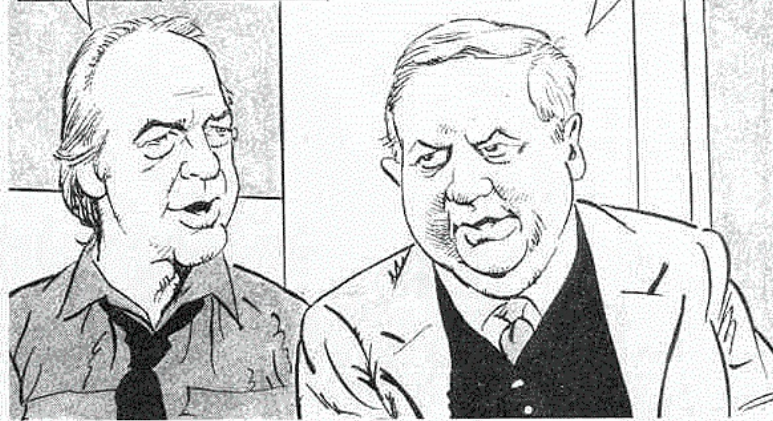
Thank God it's nothing serious!

Well, if it isn't Dr. Schlemiel, the school's D.H.— Designated Heavy!

Bore, your after-shave is a disgrace to the teaching profession!

What does that have to do with my skill in the classroom?

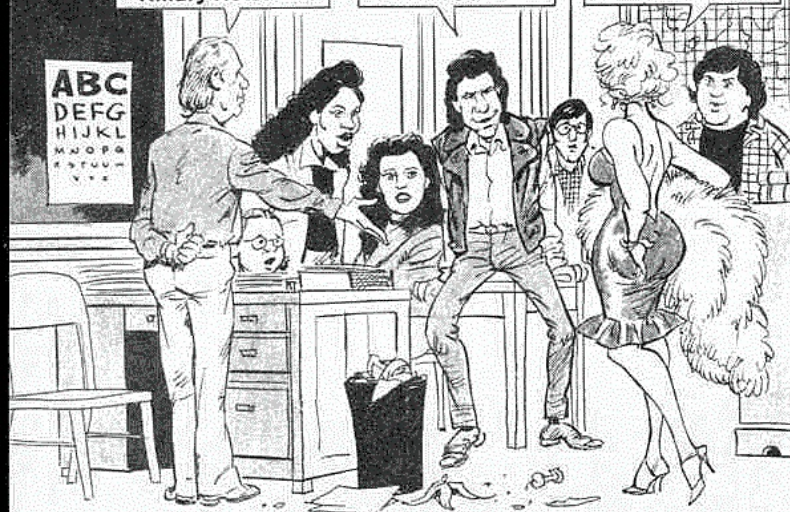
Nothing whatsoever! But in order for me to be believable as a high school principal, I have to be a totally illogical buffoon!



Class, our next Career Day visitor is famed actress Hillary Hotstrut!

Ms. Hotstrut, what do you consider your most exciting parts?

The ones beneath this dress—as any producer can tell you!



Is it true your career was shaped by the teachings of the great Stanislavsky?

No, but my body was shaped by the plastic surgery of the great Dr. Howard Pincus!



Starting out, were you drilled on the plays of the major playwrights?

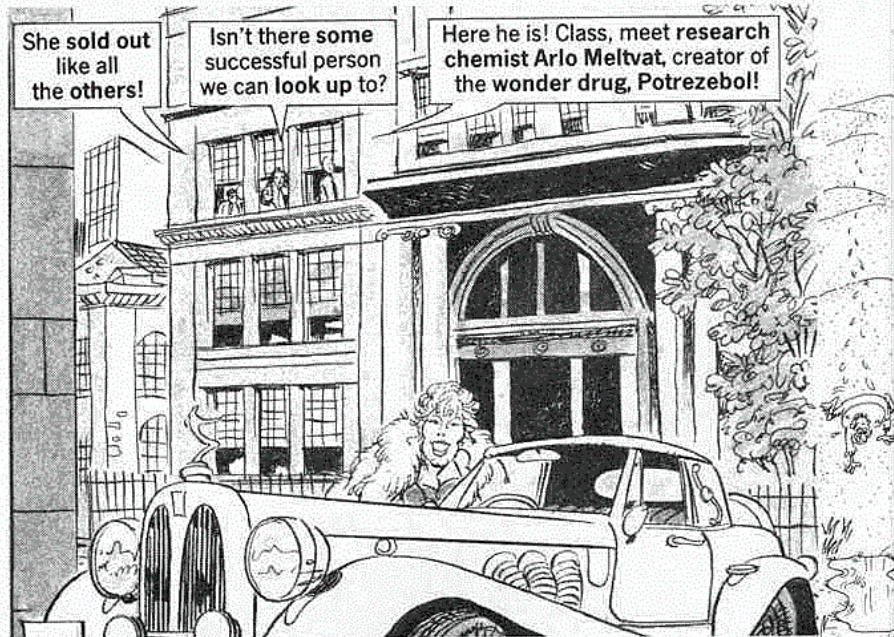
No, on the couches of the major studios!

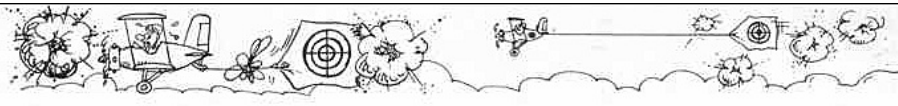


She sold out like all the others!

Isn't there some successful person we can look up to?

Here he is! Class, meet research chemist Arlo Meltvat, creator of the wonder drug, Potrezebol!





Dr. Meltvat, I understand you slaved away in your lab for three years to perfect Potrezebol!

Wise up, kid! The lab work took two weeks! The rest of my time was spent working out my boffo percentage deal with the drug companies!

But thousands could have been cured during that time!

It's true we lose some customers, but at \$2.50 a pill, I'll still wind up with millions!

It's disgusting! All we've seen today is selfishness, greed and dishonesty!

Is this what happens to super-smart kids like us?

No! They were all poor learners and low-I Q school dropouts!

However, the next group you'll meet all graduated from this class in previous years! They all have I Q 's of 160 and above!



Class, meet Elias Grebb, who masterminded Walter Mondale's 1984 Presidential campaign!

Wanda Queeg, marriage counselor to televangelists Jim and Tammy Bakker!

Zack Meerchaum, who convinced George Lucas to make "Howard the Duck!"

Monica Dreck, vocal coach to Philip-Michael Thomas!

And finally, Vernon Wimple, who persuaded Coca-Cola to change it's formula for the original Coke Classic!

Hub Gridley, Sean Penn's media advisor and image maker!

Sidney Dwirl, team motivator of the Indianapolis Colts!

Percy Hemmes, financial and military strategist to Col. Oliver North!

Elmer Irby, who engineered Lucille Ball's TV comeback!



THEY graduated from this class?!

All of them became humongous screw-ups!

Are we condemned to wind up like them?

There's one way to avoid it! Latch on to a safe, protected job that nobody else wants! Make sure it requires no ambition, pays a sub-standard wage and lets you retire on a pitiful pension after 30 years of dull, unappreciated labor!

Wait a minute! That's an exact description of you!

You're saying to use YOU as a role model?

Good God! FORGET IT!!!



THE MAD MOVIE CRITIC'S PLEDGE

But, above all, I duly recognize that my sole responsibility is to subject my own personal standards of quality, morality and taste upon those persons whose lives are so empty as to actually take my biased opinions seriously!



**WHAT PREDATORY
CREATURE MOST
THREATENS THE
SURVIVAL OF
ENDANGERED
SPECIES?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Predatory creatures are everywhere.
To find out which one is the most
dangerous of all, just fold in page



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀ **B** FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

Fearsome predators spend hour after hour
looking for prey. When one of them discovers
a likely victim, he attacks viciously.

A▶

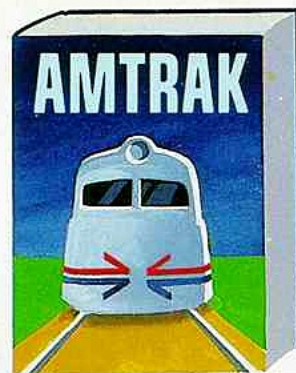
◀ **B**

Big Books For Small Minds™

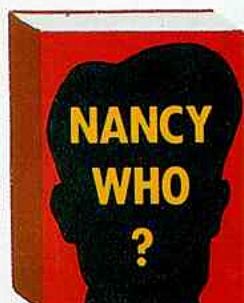
AN INCREDIBLE OFFER FROM THE

FAT-BOOK-OF-THE-MONTH CLUB

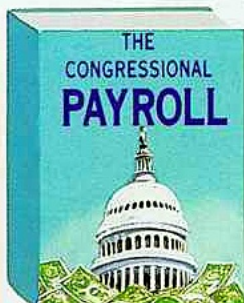
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We have them all! Just take a look at our **FAT** collection of extremely **FAT** books and join today!



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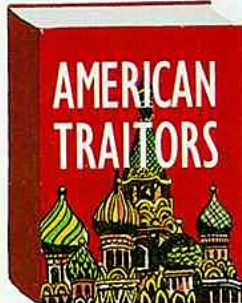
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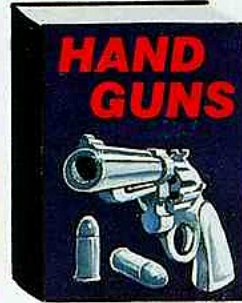
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Pub. price \$280.00



Secrets divulged by the marines in Russia, Vol. 9
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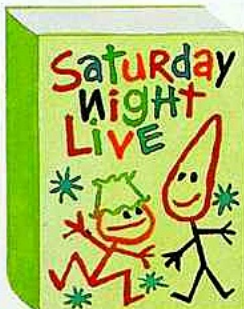
People killed by the weapons they bought for protection
Pub. price \$199.29



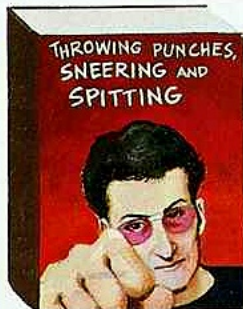
A history of appeasements of terrorists and dictators
Pub. price \$275.00



A complete listing of all those who have never won
Pub. price \$171.50



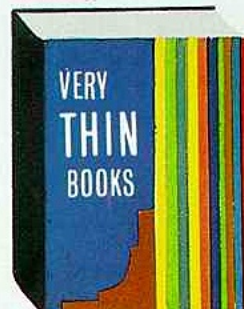
Sketches that have no ending
Pub. price \$199.50



A pictorial history of Sean Penn
Pub. price \$599.49



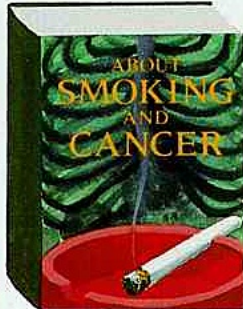
Ways the faltering star can improve her act
Pub. price \$1.95



The complete catalogue
Pub. price \$319.87



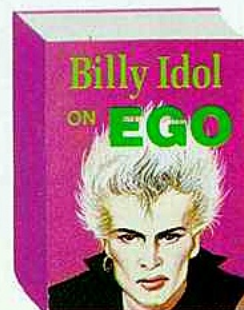
The first zillion years
Pub. price \$620.86



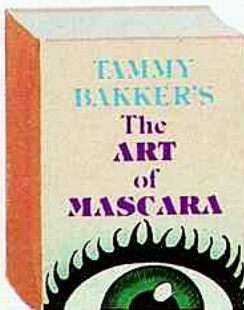
Facts distorted by the RJ Reynolds Company
Pub. price \$222.50



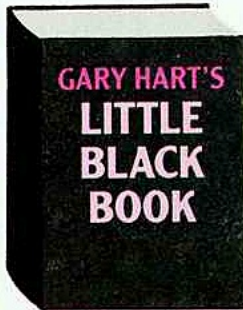
Consumer complaints against book clubs
Pub. price \$400.00



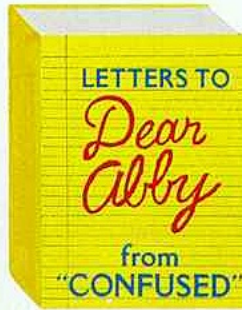
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Pub. price \$837.50



Pub. price \$118.95

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